ARCHIE SERIES

DEC.

Archie's MAD HOUSE

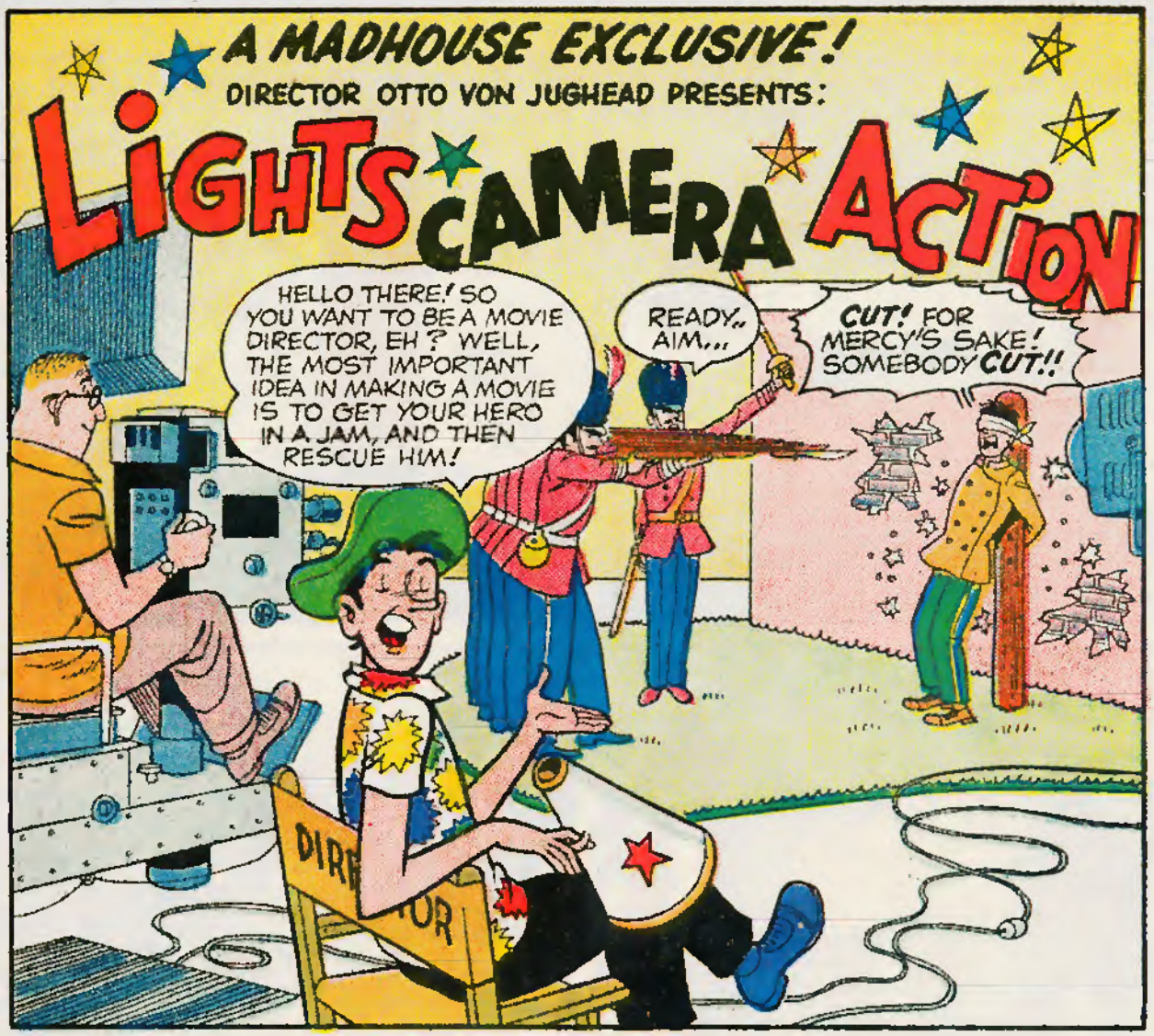
10¢

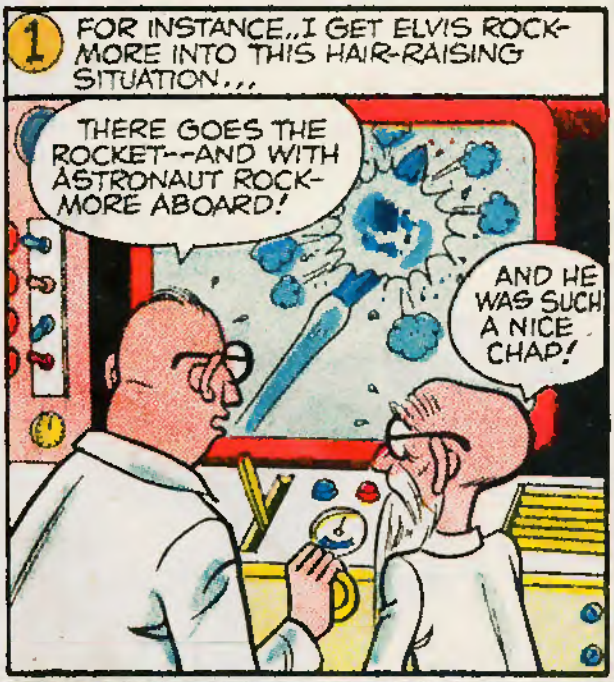
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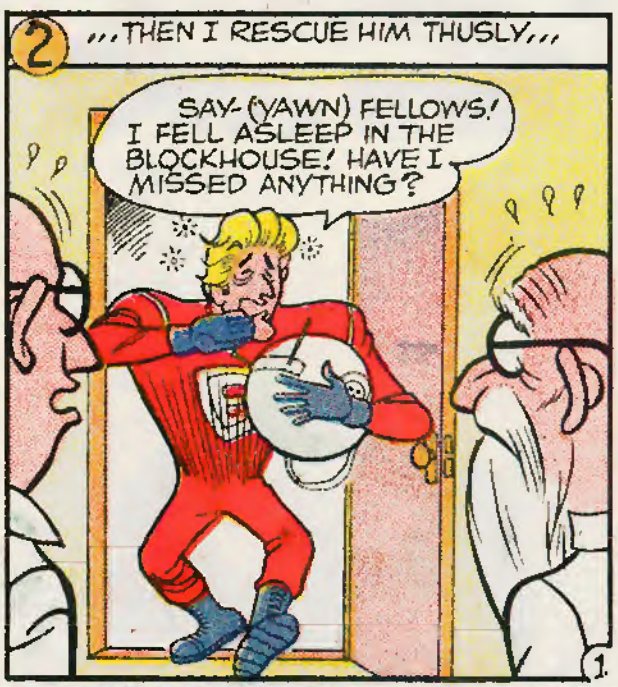
PDC




VERONICA ASKS YOU TO
guess which one...
--DOESN'T APPRECIATE ROCK 'N' ROLL
--WILL HAVE A STOMACH ACHE IN THE MORNING.
--IS ABOUT TO BECOME A BLIND DATE.
--HAS A FATHER WHO OWNS HALF THE TOWN.

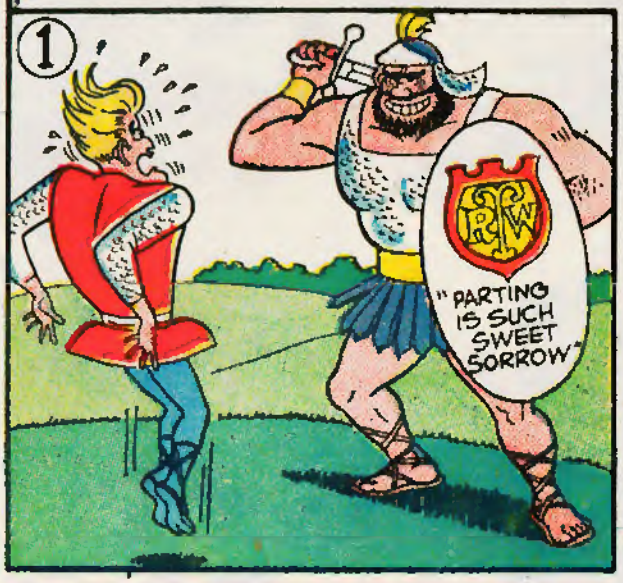


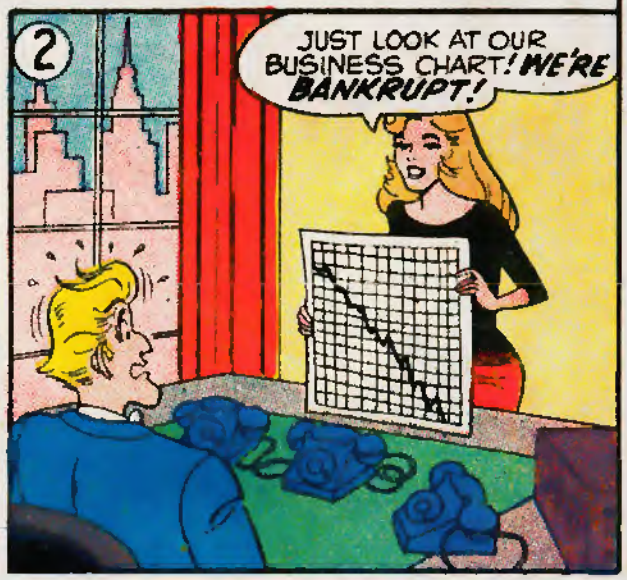




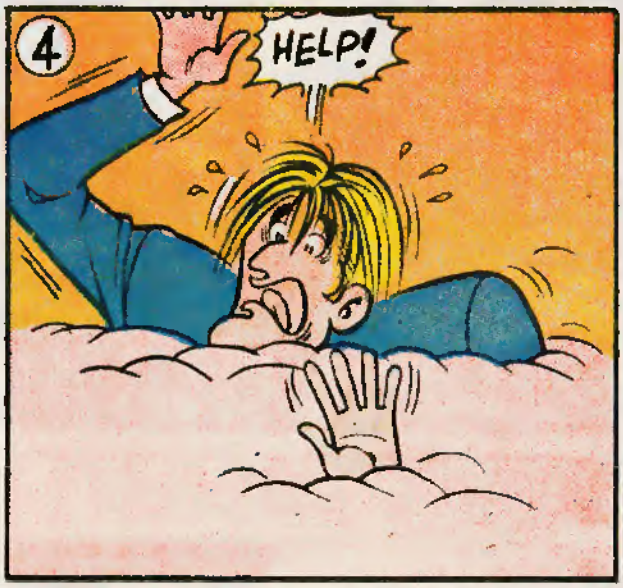
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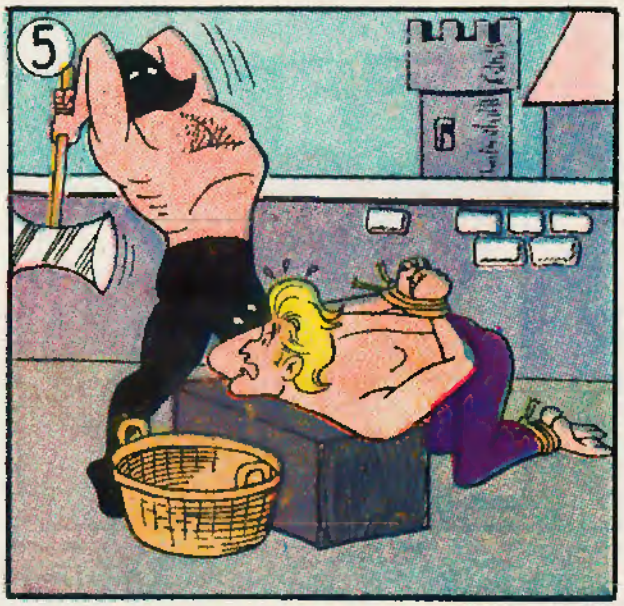
SEE HOW ELVIS ROCKMORE GETS OUT OF THESE PREDICAMENTS ON THE NEXT PAGE.



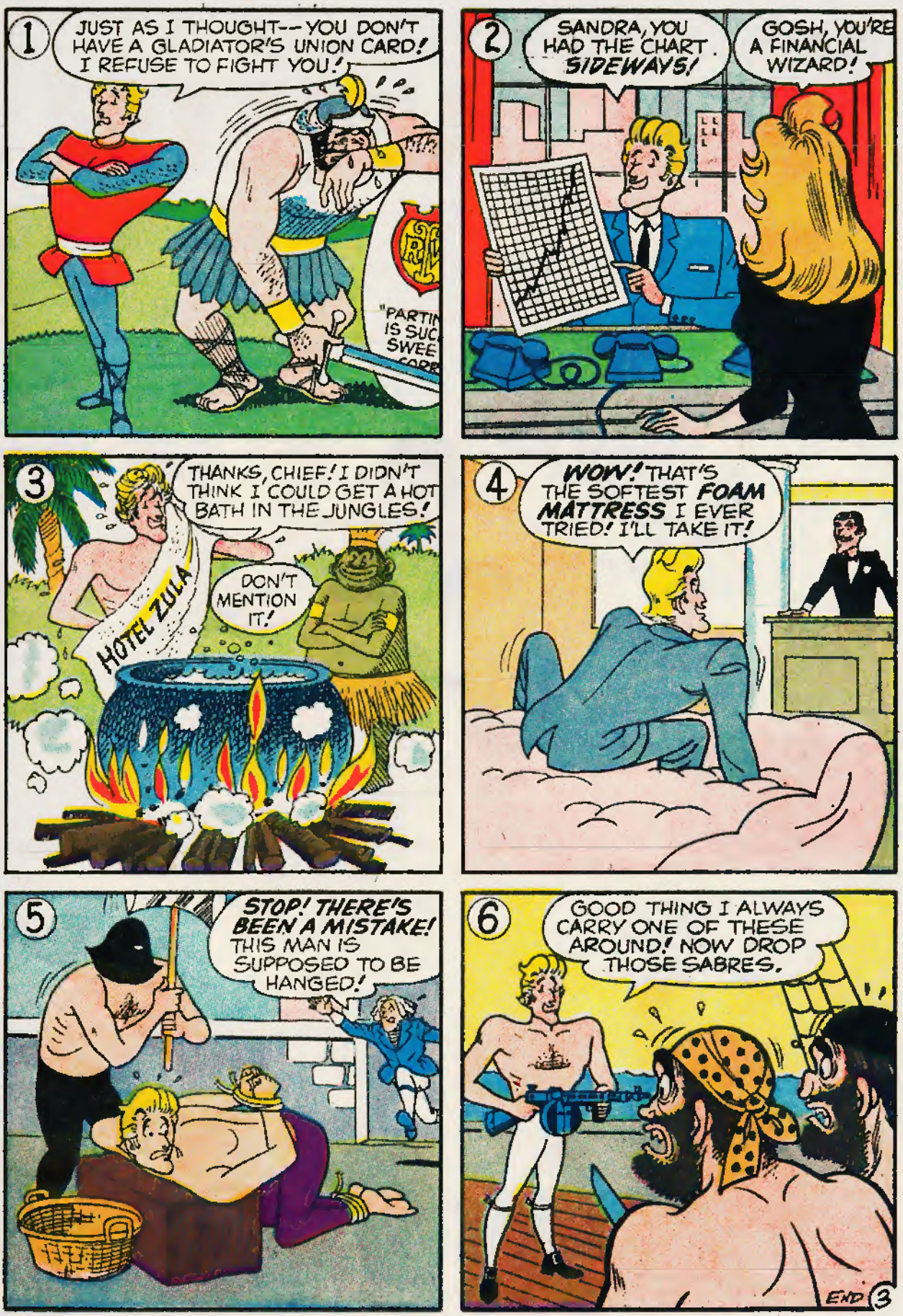


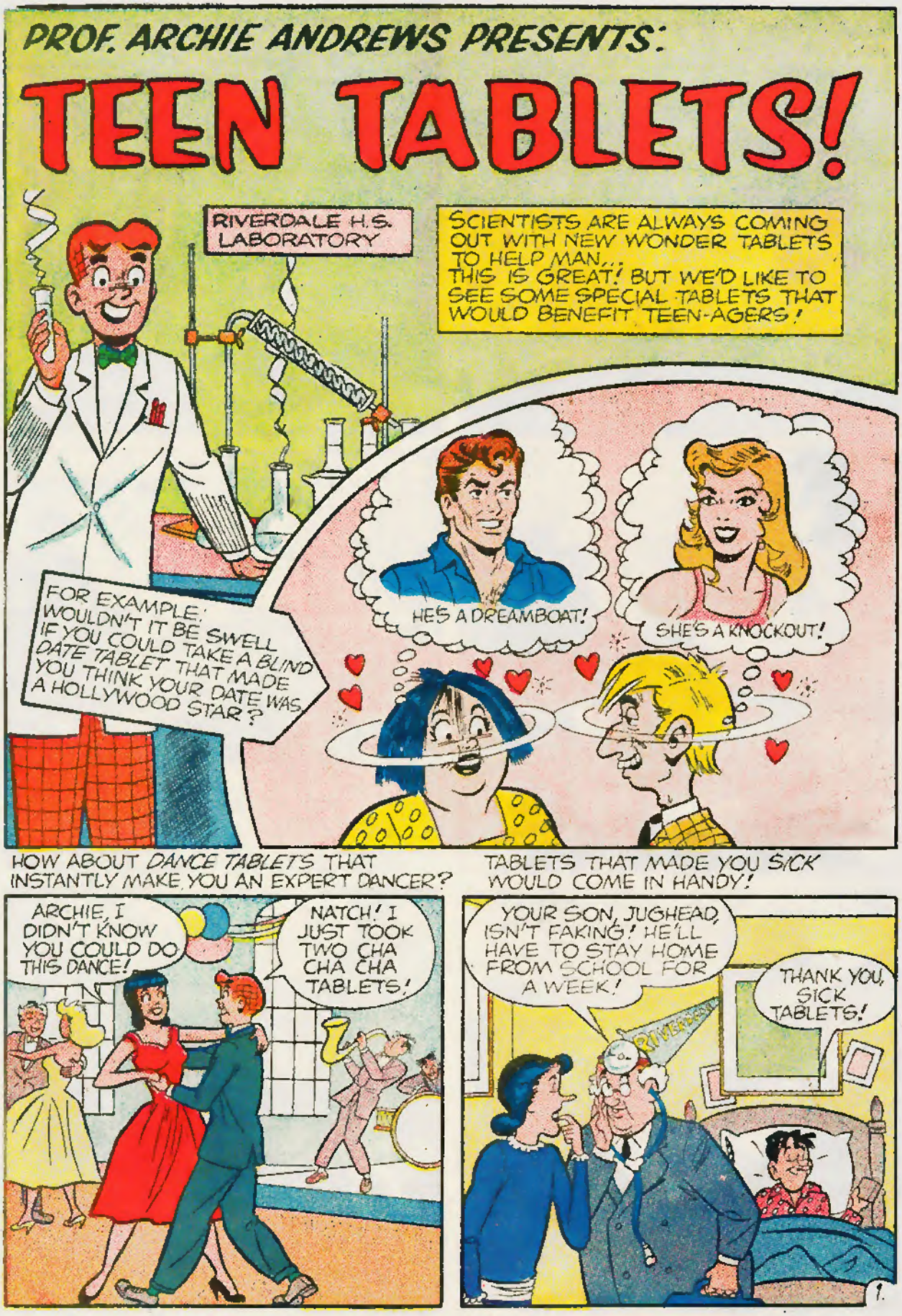




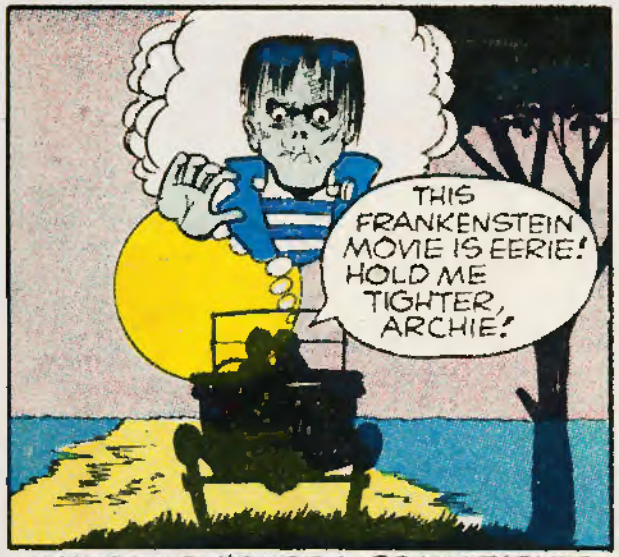





1
JUST AS I THOUGHT--YOU DON'T HAVE A GLADIATOR'S UNION CARD! I REFUSE TO FIGHT YOU!
2
SANDRA, YOU HAD THE CHART SIDEWAYS!
GOSH, YOU'RE A FINANCIAL WIZARD!
3
THANKS, CHIEF! I DIDN'T THINK I COULD GET A HOT BATH IN THE JUNGLES!
DON'T MENTION IT!
HOTEL ZULA
4
WOW! THAT'S THE SOFTEST FOAM MATTRESS I EVER TRIED! I'LL TAKE IT!
5
STOP! THERE'S BEEN A MISTAKE! THIS MAN IS SUPPOSED TO BE HANGED!
6
GOOD THING I ALWAYS CARRY ONE OF THESE AROUND! NOW DROP THOSE SABRES.
END
3


PROF. ARCHIE ANDREWS PRESENTS:
TEEN TABLETS!
RIVERDALE H.S. LABORATORY
SCIENTISTS ARE ALWAYS COMING OUT WITH NEW WONDER TABLETS TO HELP MAN... THIS IS GREAT! BUT WE'D LIKE TO SEE SOME SPECIAL TABLETS THAT WOULD BENEFIT TEEN-AGERS!
FOR EXAMPLE, WOULDN'T IT BE SWELL IF YOU COULD TAKE A BLIND DATE TABLET THAT MADE YOU THINK YOUR DATE WAS A HOLLYWOOD STAR?
HE'S A DREAMBOAT!
SHE'S A KNOCKOUT!
HOW ABOUT DANCE TABLETS THAT INSTANTLY MAKE YOU AN EXPERT DANCER?
ARCHIE, I DIDN'T KNOW YOU COULD DO THIS DANCE!
NATCH! I JUST TOOK TWO CHA CHA CHA TABLETS!
TABLETS THAT MADE YOU SICK WOULD COME IN HANDY!
YOUR SON, JUGHEAD, ISN'T FAKING! HE'LL HAVE TO STAY HOME FROM SCHOOL FOR A WEEK!
THANK YOU, SICK TABLETS!

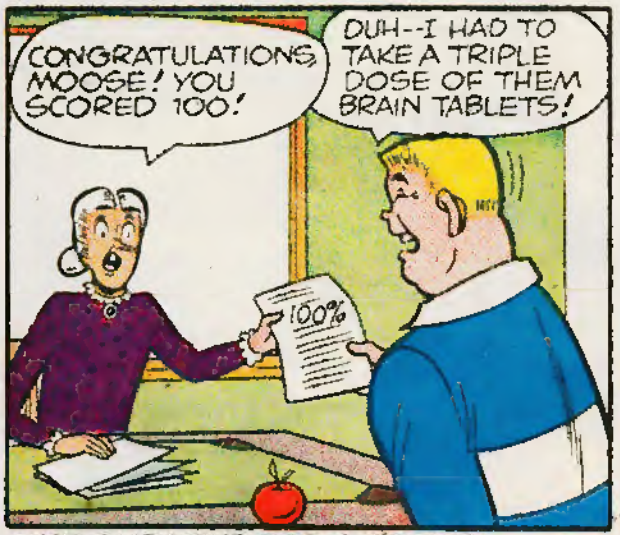
TAKE A *MOVIE TABLET* AND SAVE THE PRICE OF A MOVIE TICKET



END A PERFECT DATE WITH *DESSERT TABLETS*



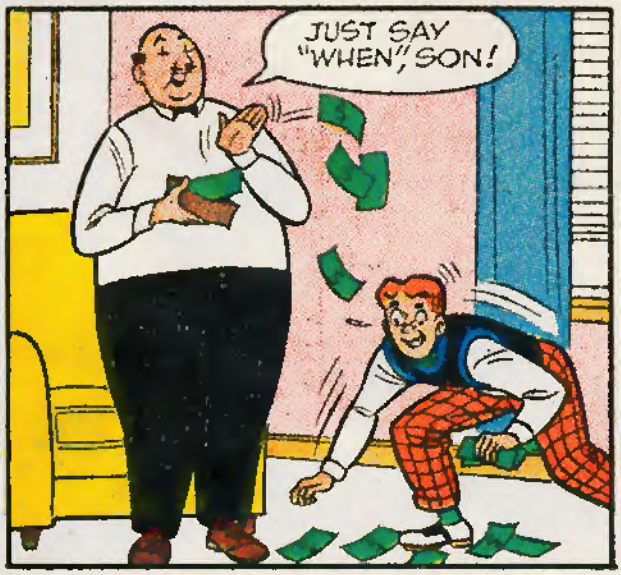
WHO COULDN'T USE A *BRAIN TABLET* FOR A TOUGH EXAM ?



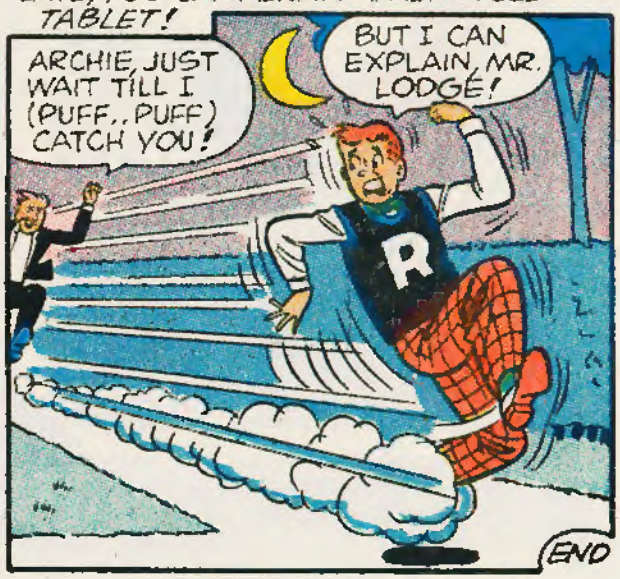
HOW ABOUT *FANCY FOOD TABLETS* ?



JUST SLIP YOUR DAD A SPECIAL *ALLOWANCE TABLET* AND WATCH THE FUN!

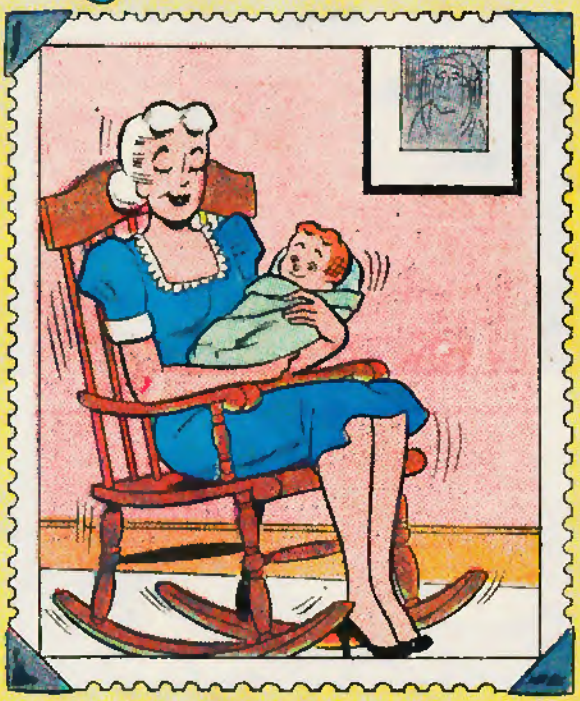


AND IF YOU BRING YOUR DATE HOME LATE, YOU CAN ALWAYS TAKE A *SPEED TABLET!*

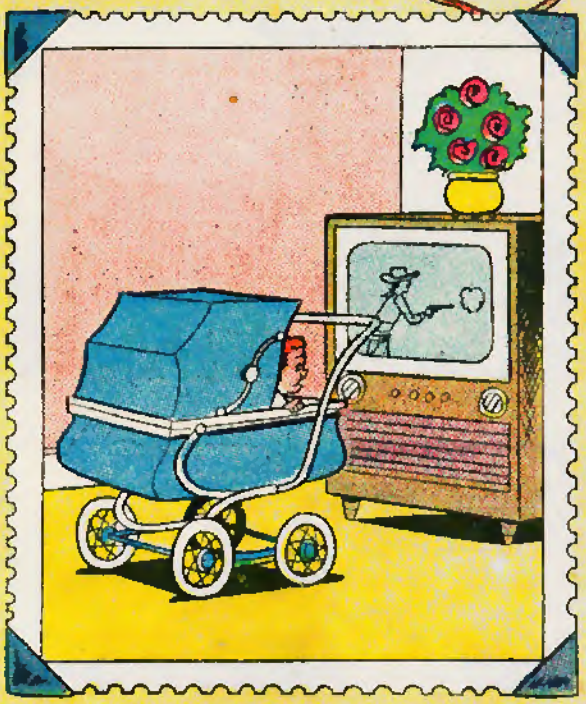


ARCHIE PRESENTS:

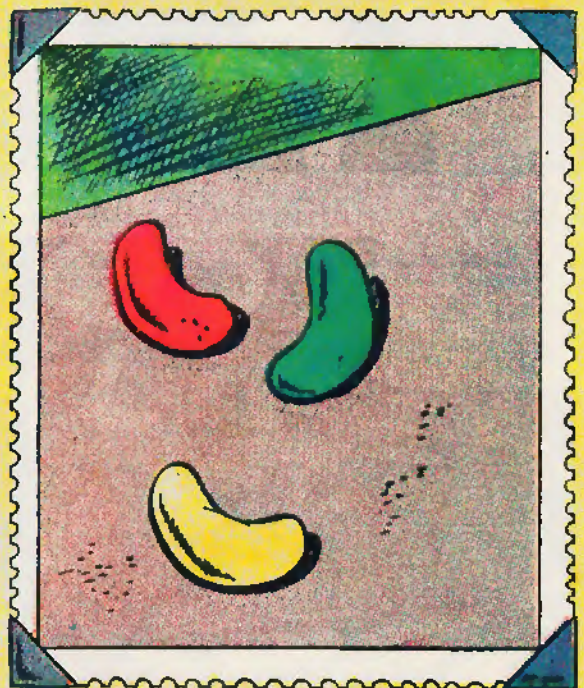
THE FAMILY ALBUM



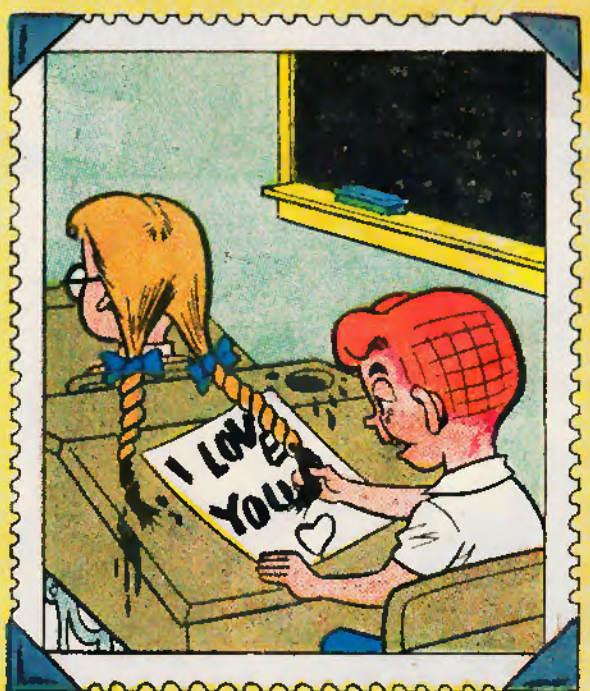
ARCHIE'S FIRST ROCK AND ROLL SESSION



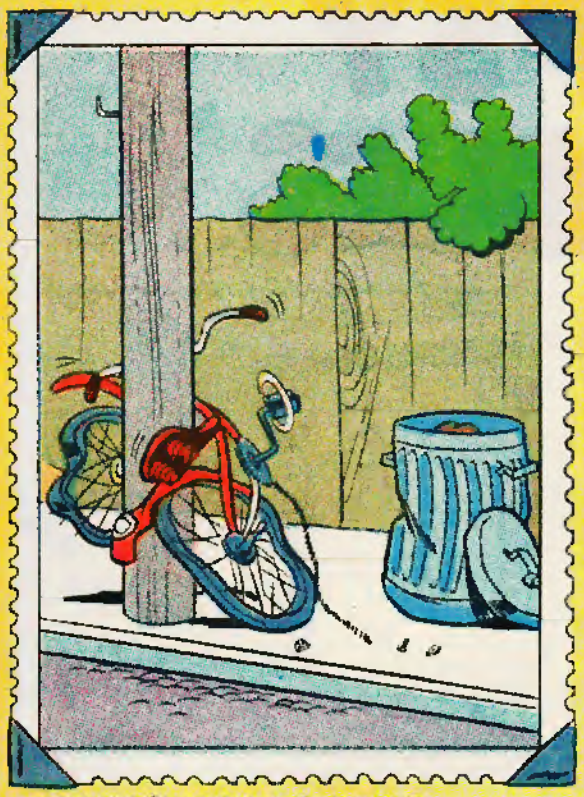
ARCHIE'S FIRST DRIVE IN MOVIE



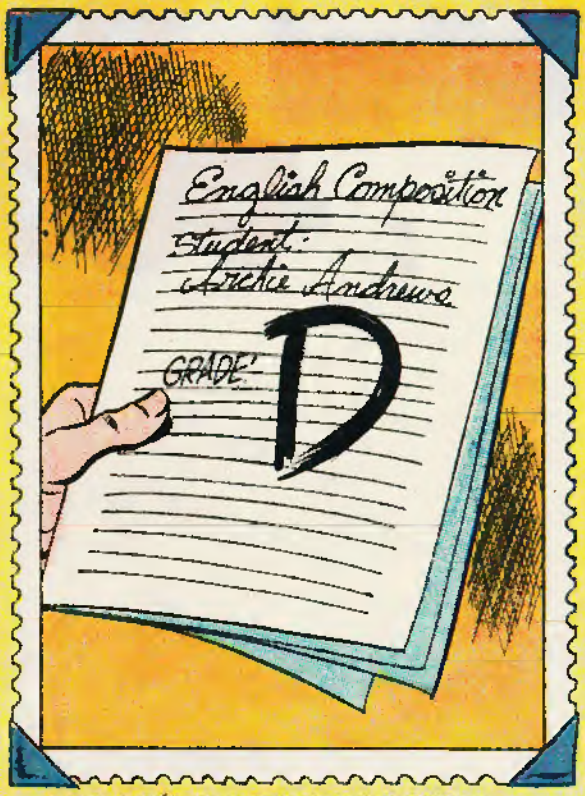
ARCHIE'S FIRST ALLOWANCE - 3 JELLY-BEANS A WEEK! ARCHIE CLAIMS THIS IS WHY HE'S ALWAYS IN A FINANCIAL JAM.



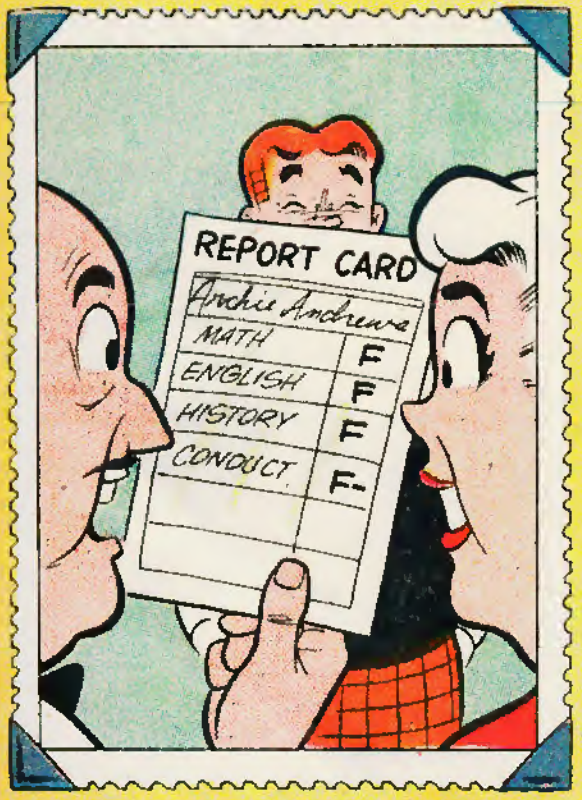
ARCHIE'S FIRST GRADE SCHOOL CRUSH!



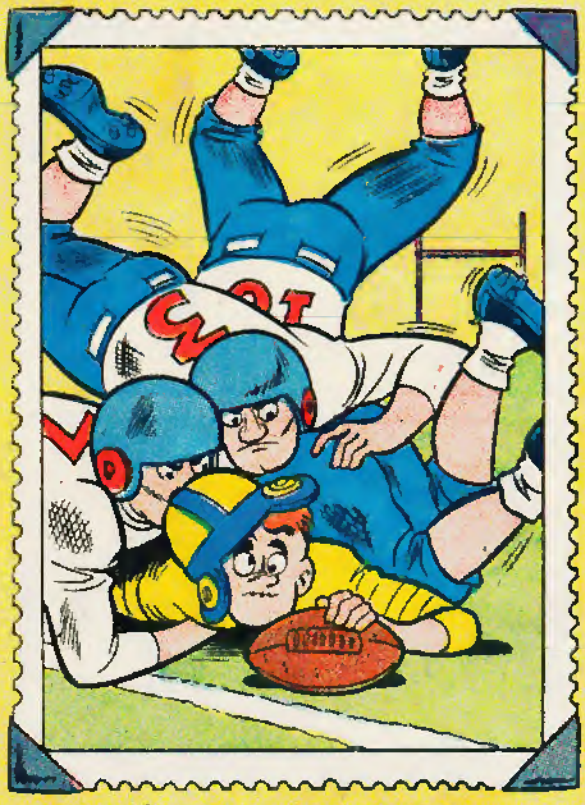
ARCHIE'S FIRST BICYCLE
IF YOU EXAMINE THE PHOTO CAREFULLY, YOU CAN SEE ARCHIE IN THE ASH CAN..



ARCHIE'S FIRST HIGH SCHOOL LETTER



ARCHIE'S FIRST REPORT CARD
ARCHIE TOLD HIS PARENTS THAT "F" STANDS FOR "FABULOUS"!

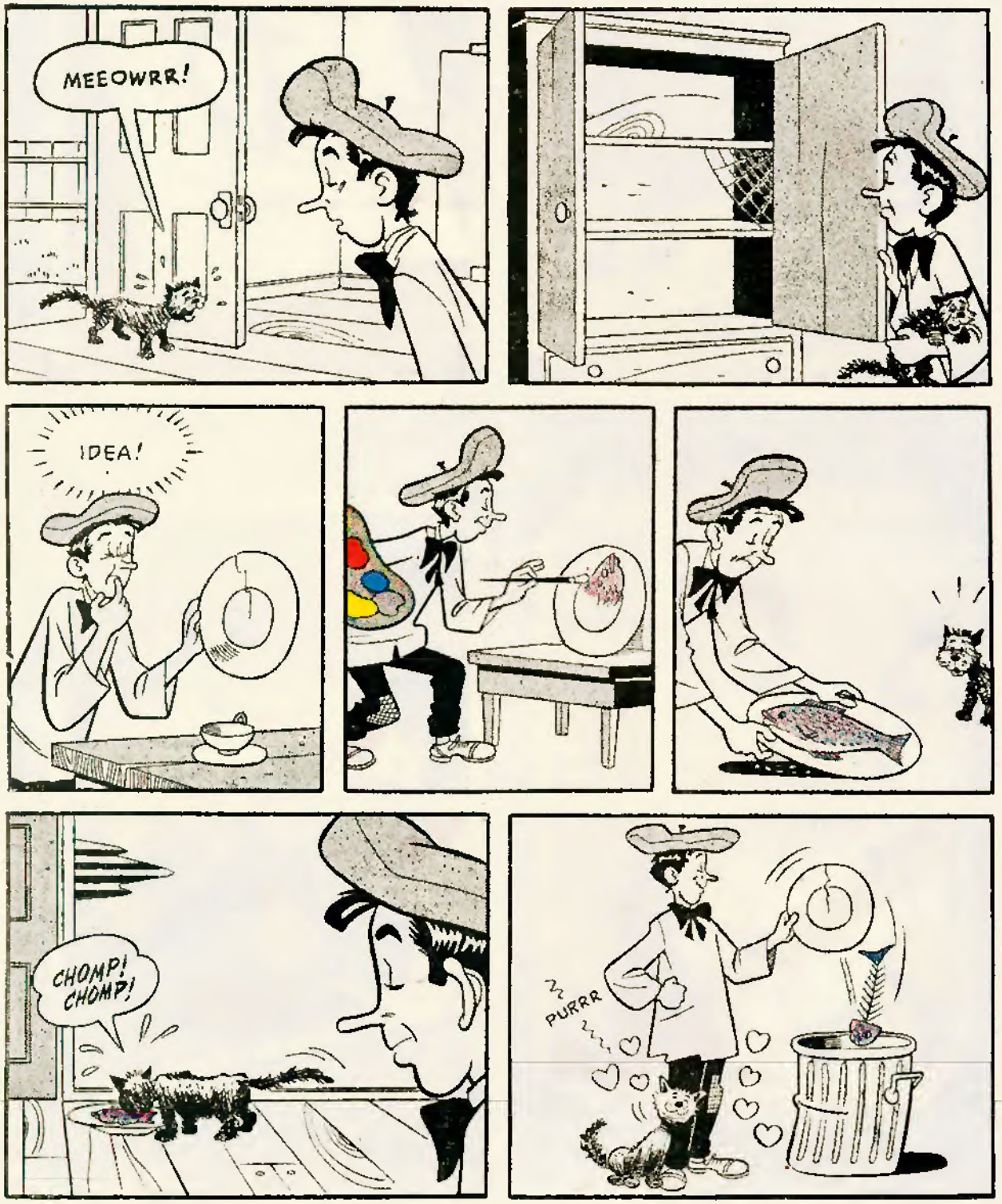


ARCHIE'S FIRST HIGH SCHOOL CRUSH

End

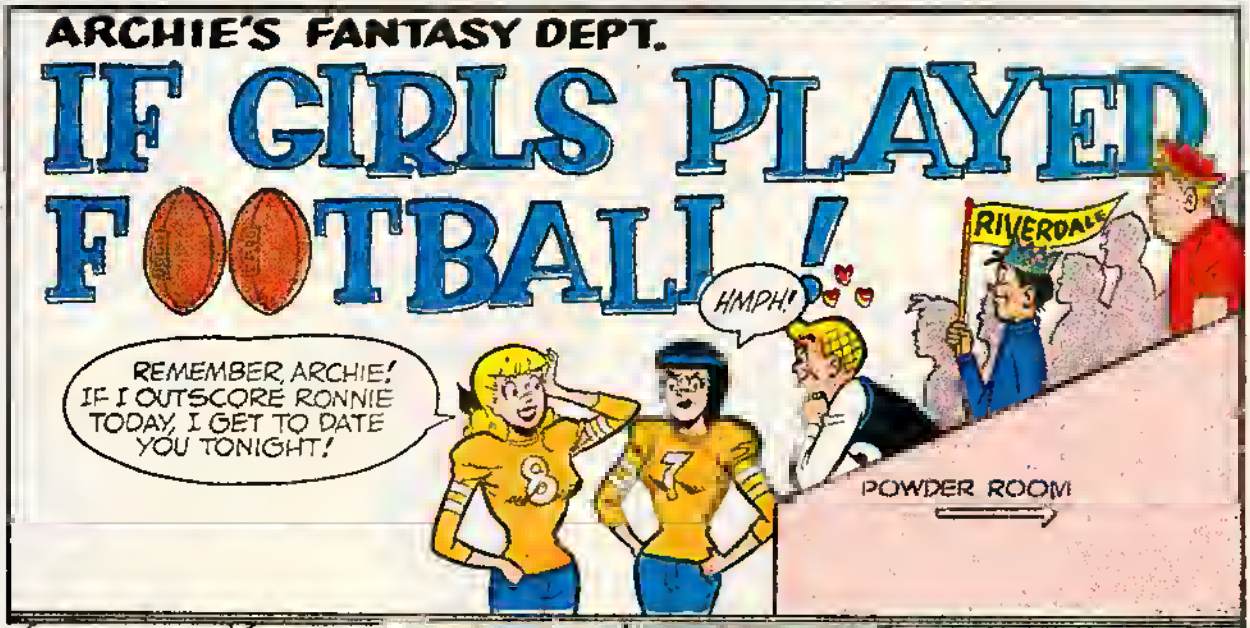
Jughead DiPSY DOODLES

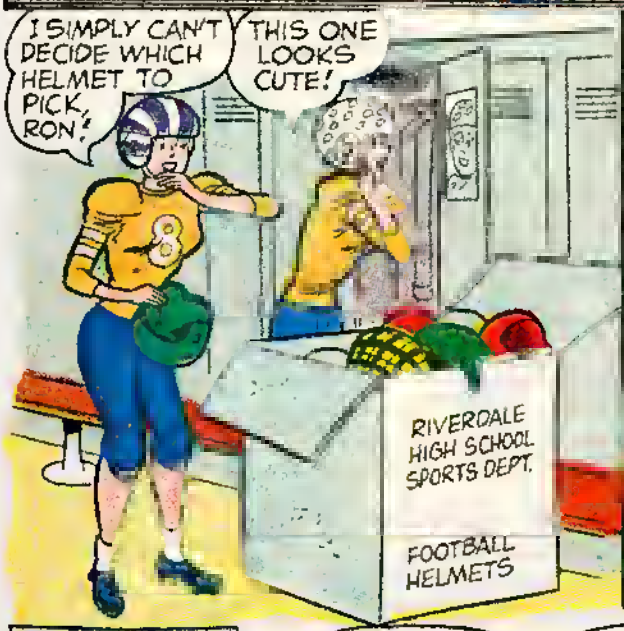
"FISH DISH"

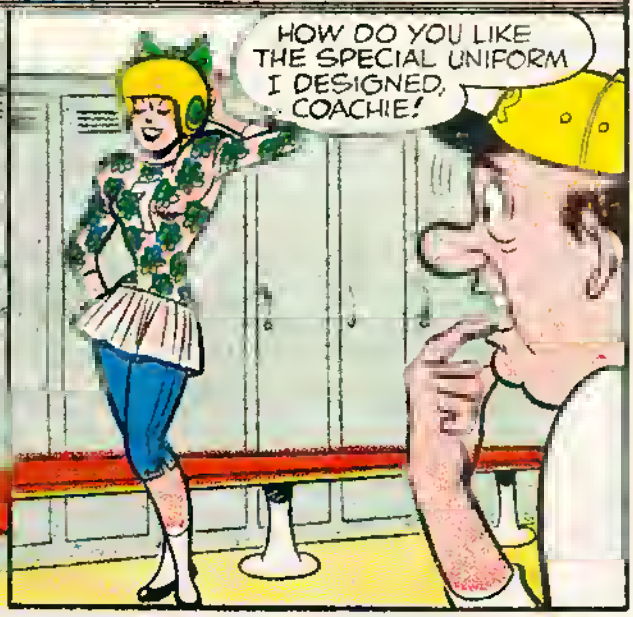


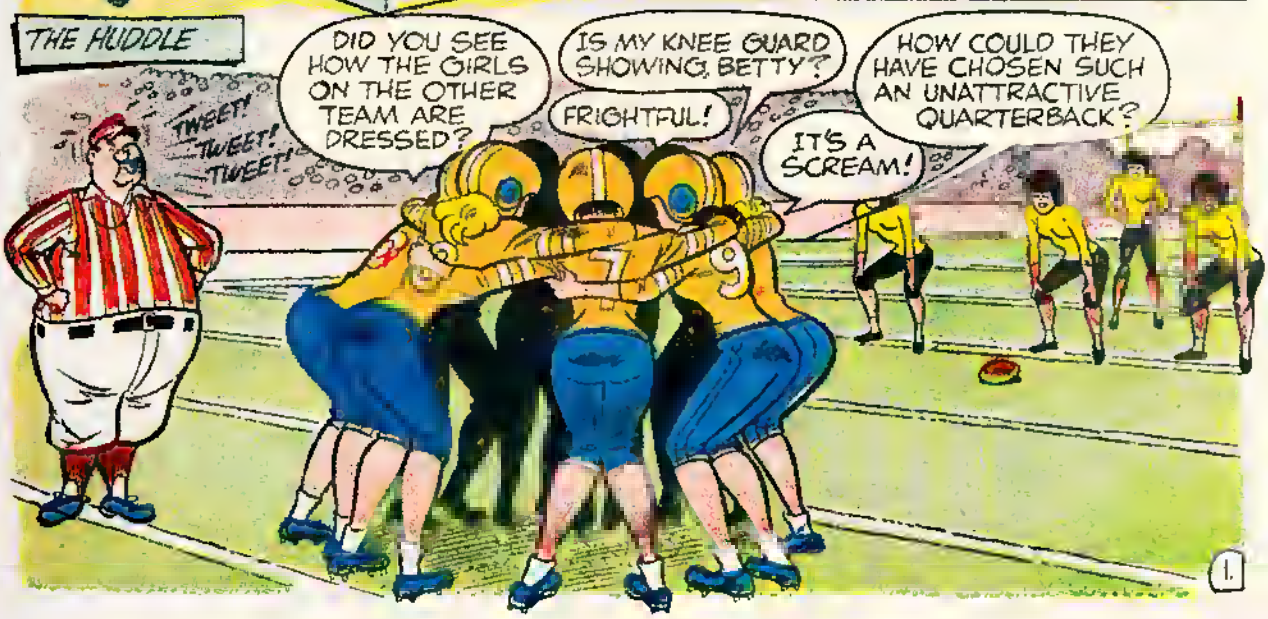
ARCHIE'S FANTASY DEPT.

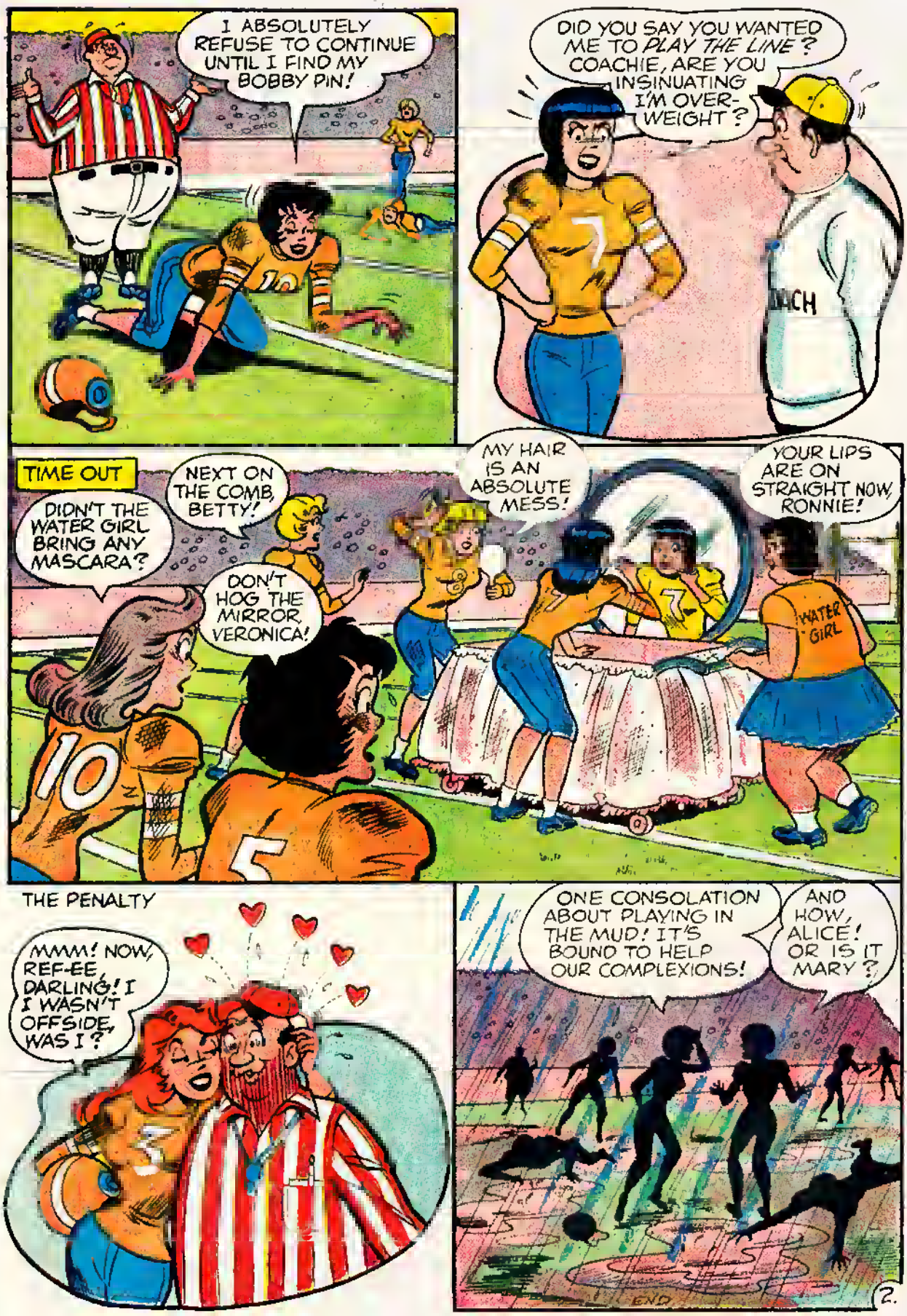
IF GIRLS PLAYED FOOTBALL!





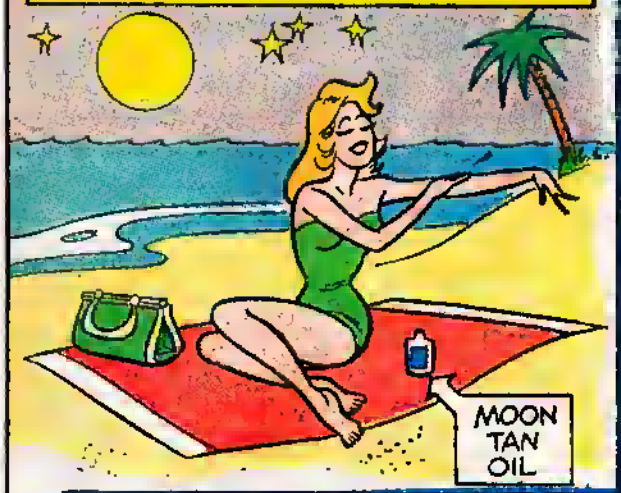




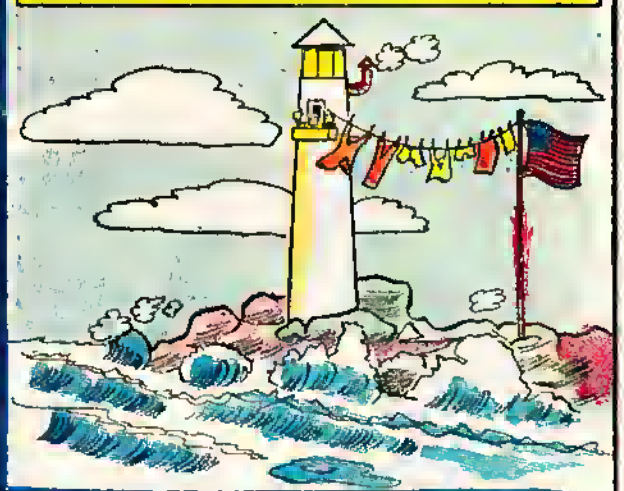

I ABSOLUTELY REFUSE TO CONTINUE UNTIL I FIND MY BOBBY PIN!
DID YOU SAY YOU WANTED ME TO PLAY THE LINE? COACHIE, ARE YOU INSINUATING I'M OVER-WEIGHT?
TIME OUT
DIDN'T THE WATER GIRL BRING ANY MASCARA?
NEXT ON THE COMB, BETTY!
DON'T HOG THE MIRROR, VERONICA!
MY HAIR IS AN ABSOLUTE MESS!
YOUR LIPS ARE ON STRAIGHT NOW, RONNIE!
WATER GIRL
THE PENALTY
MMM! NOW, REF-EE DARLING! I I WASN'T OFFSIDE, WAS I?
ONE CONSOLATION ABOUT PLAYING IN THE MUD! IT'S BOUND TO HELP OUR COMPLEXIONS!
AND HOW, ALICE! OR IS IT MARY?
END
2.

MOOSE'S WORDS OF Wis-dumb!

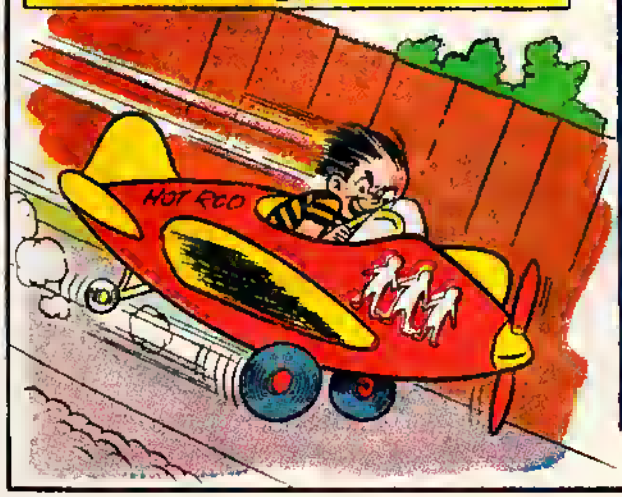
THE SUN ISN'T USEFUL, 'CAUSE IT ONLY SHINES IN THE DAYTIME WHEN WE DON'T NEED IT!



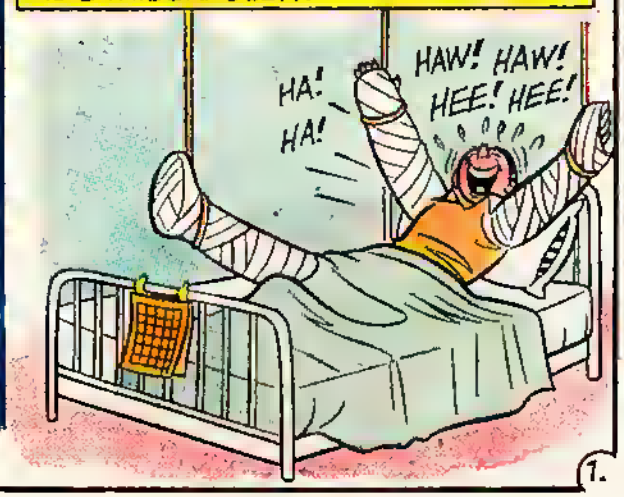
AFTER MARRIAGE, MOST BRIDES TRY LIGHT HOUSEKEEPING--IF THE GROOM CAN AFFORD A LIGHTHOUSE...



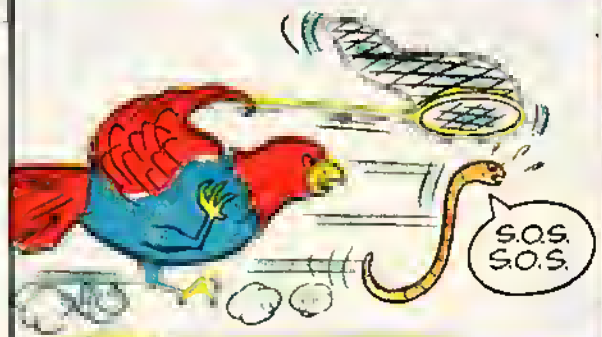
WATCH OUT FOR SCHOOL CHILDREN ON THE STREET--ESPECIALLY IF THEY'RE DRIVING...



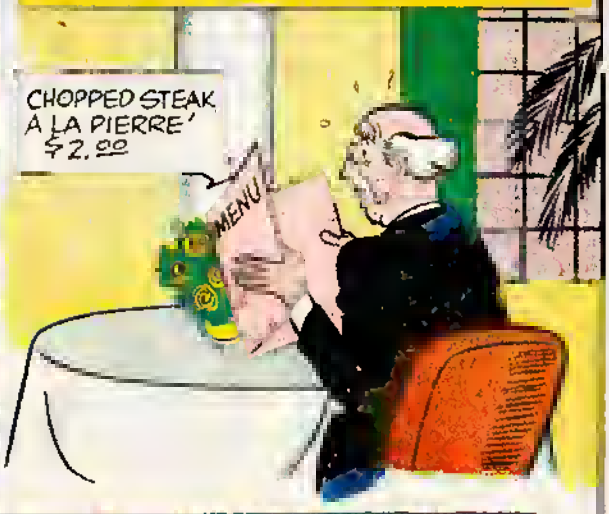
A PESSIMIST IS THE KINDA PERSON WHO'S NEVER REALLY HAPPY UNLESS HE'S MISERABLE...



THE EARLY BIRD CATCHES THE WORM- BUT LOOK WHERE THE EARLY *WORM* WINDS UP...



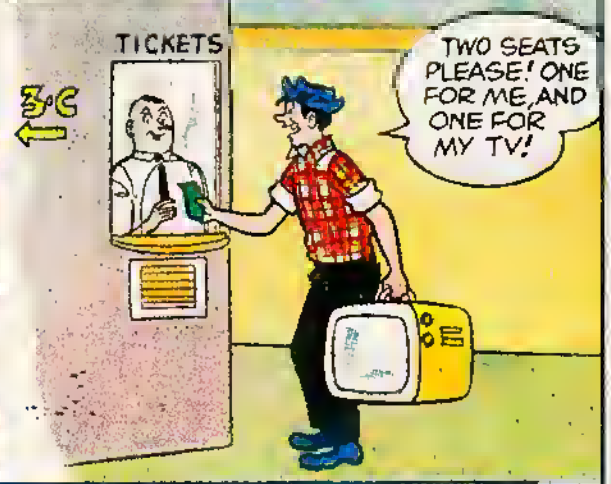
A HAMBURGER BY ANY OTHER NAME-- COSTS AN AWFUL LOT MORE...



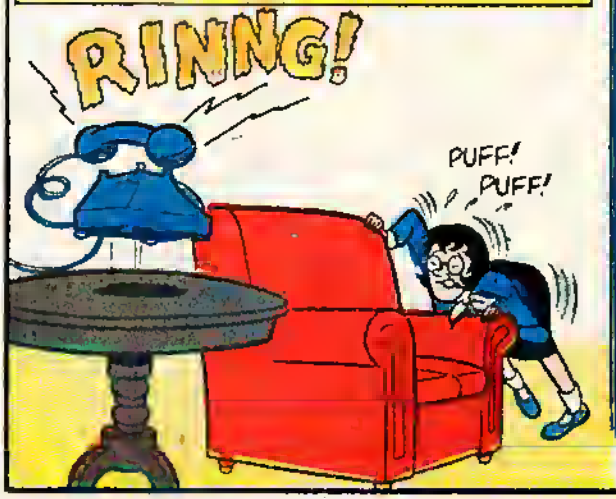
HAPPY HUSBANDS ARE GUYS ON GOOD *LISTENING* TERMS WITH THEIR WIVES...



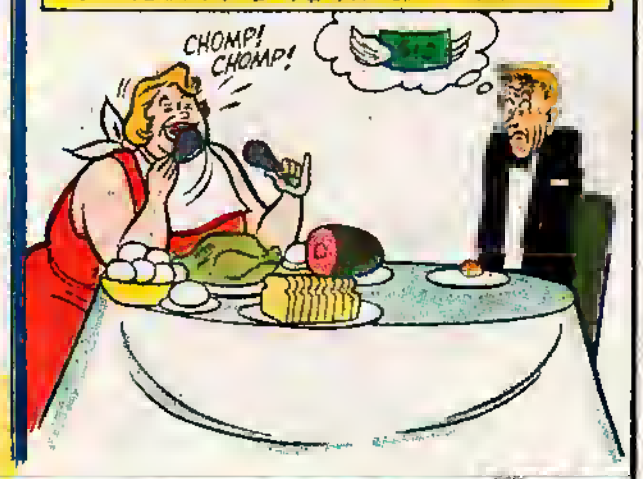
A REAL BASEBALL FAN GOES TO THE BALL PARK EVEN WHEN HIS TV SET *ISN'T* BUSTED...



A TEEN-AGER IS A PERSON WHO REACHES FOR THE PHONE WITH ONE HAND AND A COMFY COUCH WITH THE OTHER!



TWO CAN LIVE AS CHEAPLY AS ONE--- BUT NOBODY SAYS *WHICH ONE!*

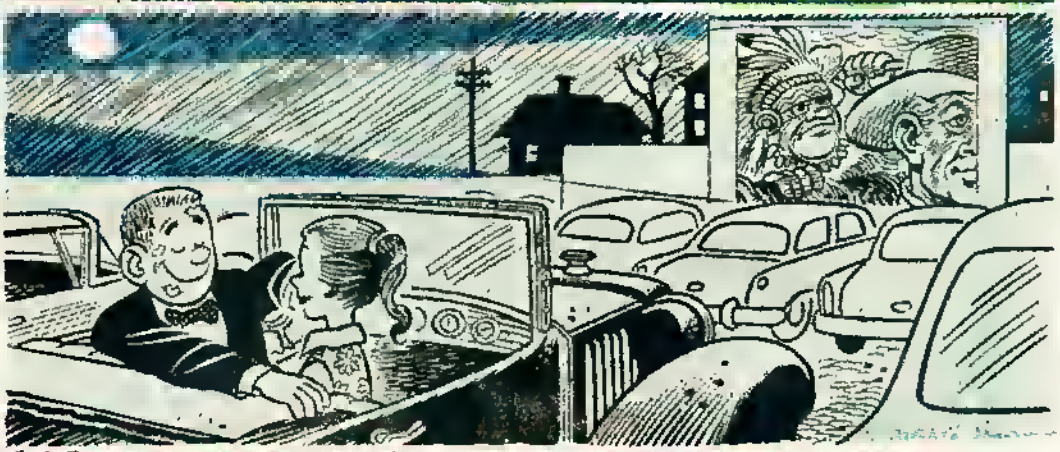


The End

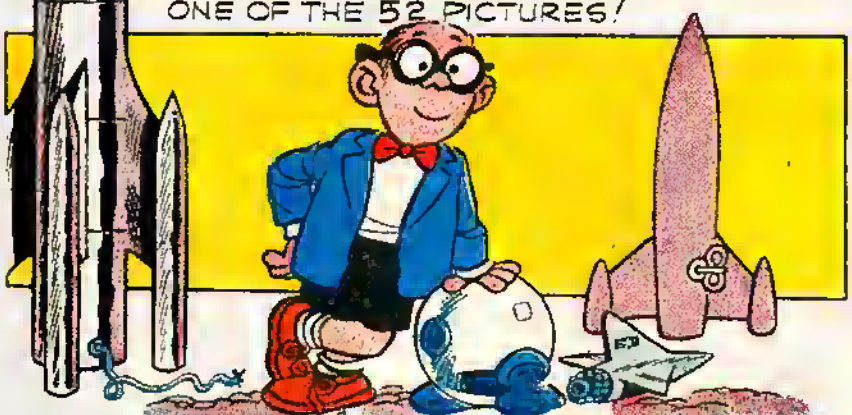
IT'S TIME FOR ANOTHER VISIT TO THE . . .

Madhouse HALL of FAME



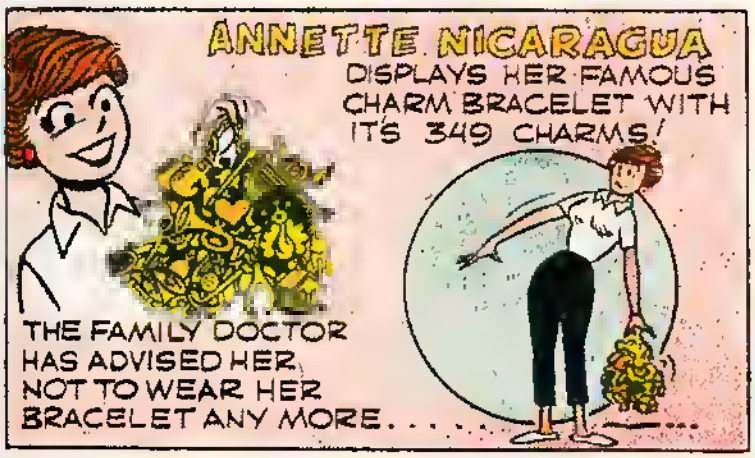


EZRA BAUMGARTNER AND **TILLY SVERDLOVSK** SAW 52 DRIVE-IN-MOVIES IN 26 NIGHTS! STRANGER STILL, EZRA AND TILLY CAN'T REMEMBER A SINGLE ONE OF THE 52 PICTURES!



BRUNHILDA STROMBOLI WALKED AROUND FOR A WHOLE MONTH WITH 5 BOOKS ON HER HEAD! SHE NOW HAS THE BEST POSTURE OF ANY STUDENT AT ROLLENROCK HIGH.

ELEVEN YEAR OLD **NORBERT BLOCKBUSTER** HAS THE WORLD'S LARGEST COLLECTION OF TOY ROCKETS. NORBERT HAS BEEN MISSING FOR 2 WEEKS! POLICE SUSPECT NORBERT IS IN ORBIT!





ALSO BRUNHILDA NOW HAS THE FLATEST HEAD OF ANY STUDENT AT ROLLENROCK HIGH!

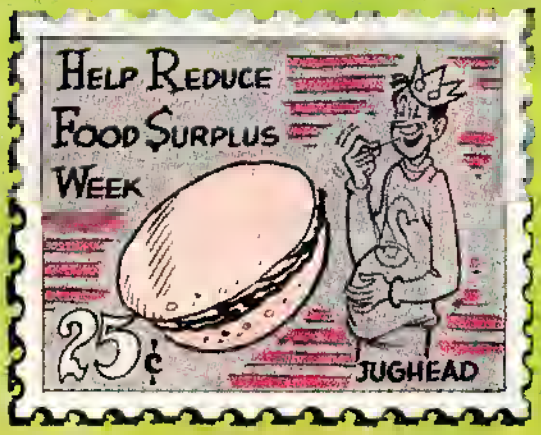
MADHOUSE

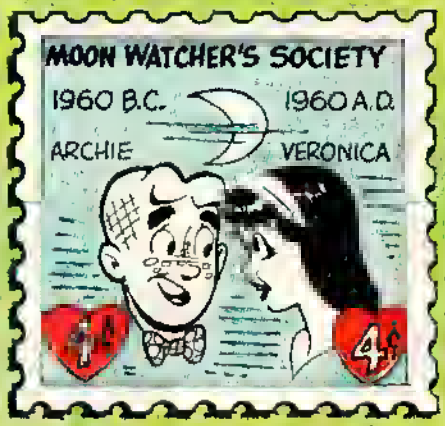


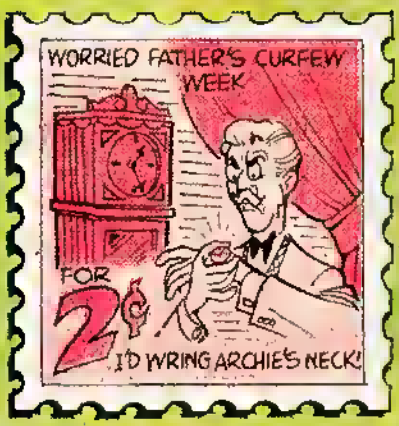
IF THE GOVERNMENT SHOULD EVER RUN OUT OF IDEAS FOR STAMPS, WE'D RECOMMEND THE FOLLOWING DESIGNS!

STAMPS for teens

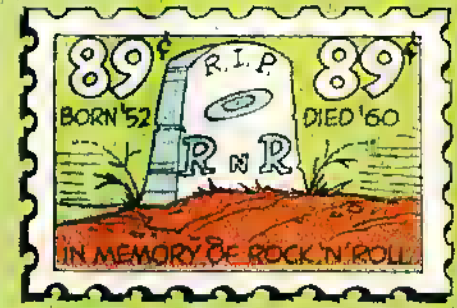




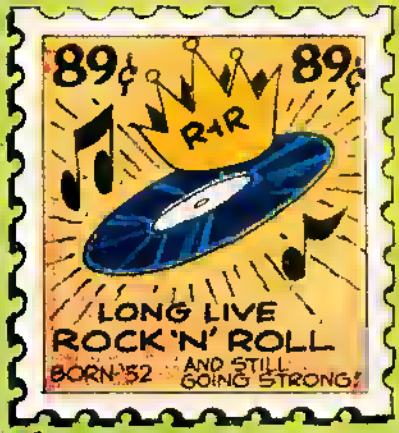




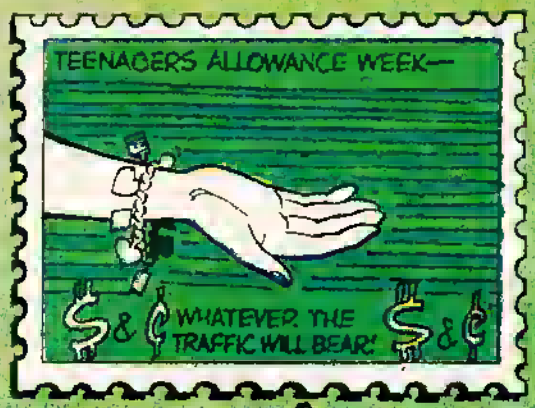


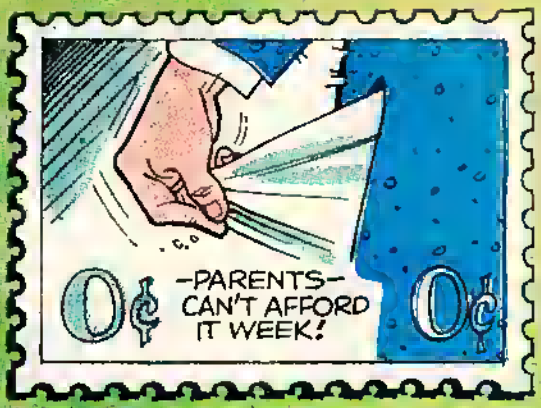


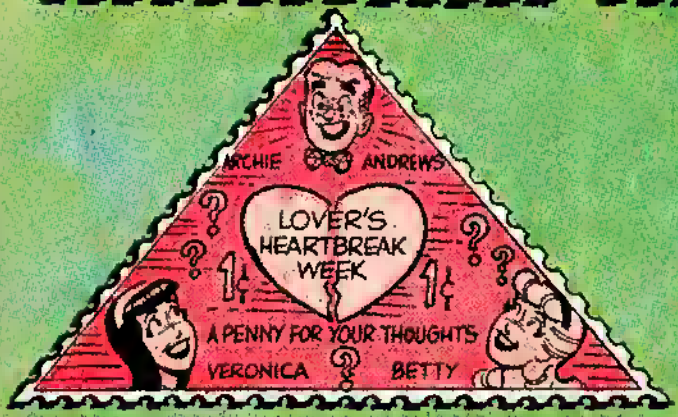
THE ABOVE STAMP WAS PRINTED IN ERROR, WE SUSPECT SABOTAGE ON THE PART OF SOME PARENTS.



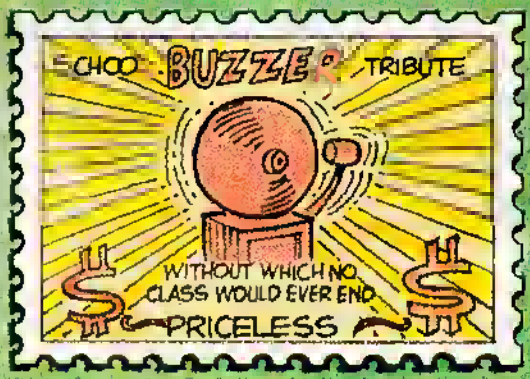
THE CORRECT STAMP!

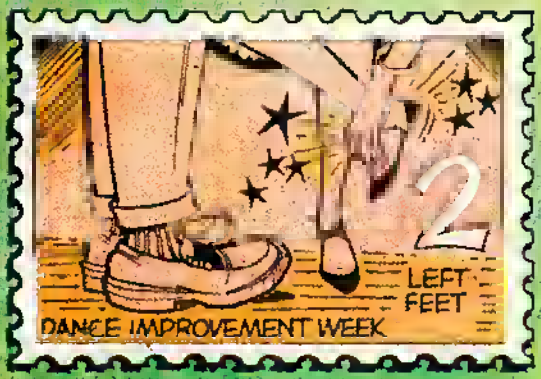














THIS STAMP DOESN'T BELONG HERE, BUT WE CARTOONISTS FIGURED WE'D REMIND OUR EDITOR—



EDITOR'S NOTE! WE'RE HAPPY TO REPORT WE GAVE OUR CARTOONISTS A "BIG" RAISE!

WE MOVED THE ART DEPARTMENT FROM THE SECOND TO THE *NINTH FLOOR!*

ARCHIE SAYS... RECENTLY WE RAN SOME ARTICLES ABOUT ZANY CHARACTERS WHO WE CALLED

MAD HOUSE PEOPLE

WELL, THIS HERE PARTICULAR ARTICLE ISN'T ABOUT MAD HOUSE PEOPLE - IT'S ABOUT ALL THE **THINGS** THEY USE - THINGS THAT THESE ZANY CHARACTERS NEED IN THEIR DAILY LIVES... IN OTHER WORDS...



MAD HOUSE PRODUCTS





A COAT FOR THOSE WHO LIKE TO GO AROUND LOOKING LIKE A MILLION BUCKS.....





A PANCAKE TURNER FOR PEOPLE WHO KEEP FLIPPING THEIR LIDS....



A BUCKET OF CHIPS FOR PEOPLE WHO ALWAYS HAVE A FEW ON THEIR SHOULDERS



SPECIALLY DESIGNED GLOVES FOR PEOPLE WHO ARE ALL THUMBS.....



SPECIAL HAND-CRAFTED SHOES FOR PEOPLE WHO HAVE TWO LEFT FEET....



AN IVY LEAGUE, LOCK-PROOF STRAIT JACKET FOR PEOPLE WHO DIG CLYDE DIDDIT...!!

AUNT JUGGIE'S ADVICE TO THE LOVELORN

Dear Aunt Juggie—
Where can I find a sweetheart who will sweep me off my feet, keep our love-life shinning and straighten out my life
—Confused gal

DEAR CONFUSED GAL—
YOU DON'T WANT A SWEETHEART, YOU WANT A PORTER.

DEAR AUNT J.
YESTERDAY MY BOY FRIEND BROUGHT ME A BOX OF CANDY, ALTHOUGH IT WASN'T MY BIRTHDAY! DO YOU THINK HE'S UP TO MISCHIEF —ANXIOUS

DEAR ANXIOUS—
WHEN A BOY BRINGS HIS GIRL CANDY FOR NO REASON—SISTER, THERE'S A REASON!

Dear Aunt Juggie—
My girl friend says I'm too fat. What kind of exercise can I do to lose weight?
—Chubby

DEAR CHUBBY—
TRY SHAKING THE HEAD FIRMLY FROM SIDE TO SIDE WHENEVER YOU'RE OFFERED A SECOND HELPING.

Dear Aunt J.
I am puzzled about a boy in my class. He dresses like a cow-boy and he's called "Tex", but he isn't from Texas. He's from Louisiana. Don't this unusual?
—Sally B.

DEAR SALLY B.—
NO. WHAT DO YOU WANT PEOPLE TO CALL HIM—LOUISE?

Dear A. J.
I am in love with five different girls. Do you think I can find the nerve to be romantic with all of them?
—Casanova, Jr.

DEAR CASANOVA, JR.—
NEVER MIND THE NERVE—WHERE WILL YOU FIND THE TIME?



ARCHIE SAYS:

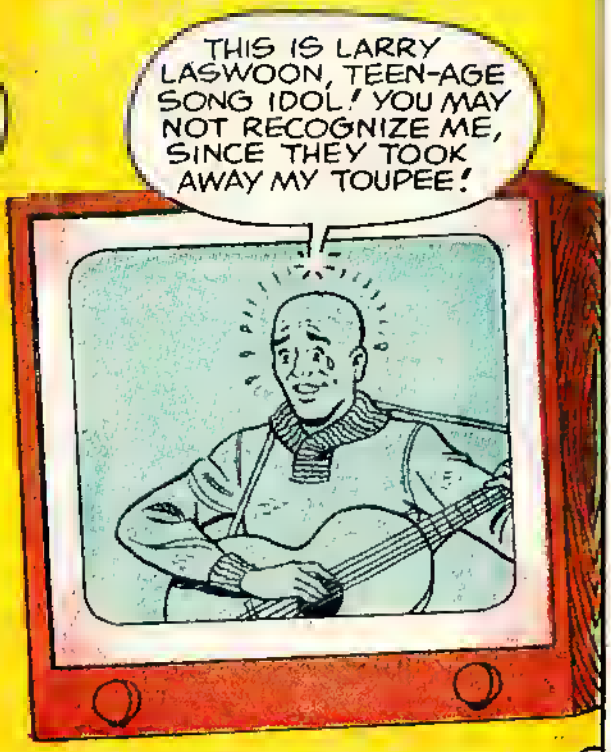
NOWADAYS, EVERBODY IS BUSY KEEPING TELEVISION ***HONEST!*** THEY TELL US WHEN THEY USE "CANNED LAUGHTER"--THEY TELL US WHEN THE SHOW IS ON "TAPE"--AND SO ON!

WELL, WE'RE ALL FOR IT--BUT WE THINK THE TELEVISION PEOPLE MIGHT CARRY THINGS A TEENY WEENY BIT ***TOO FAR!*** WE THINK THEY MIGHT ***OVERDO*** IT!

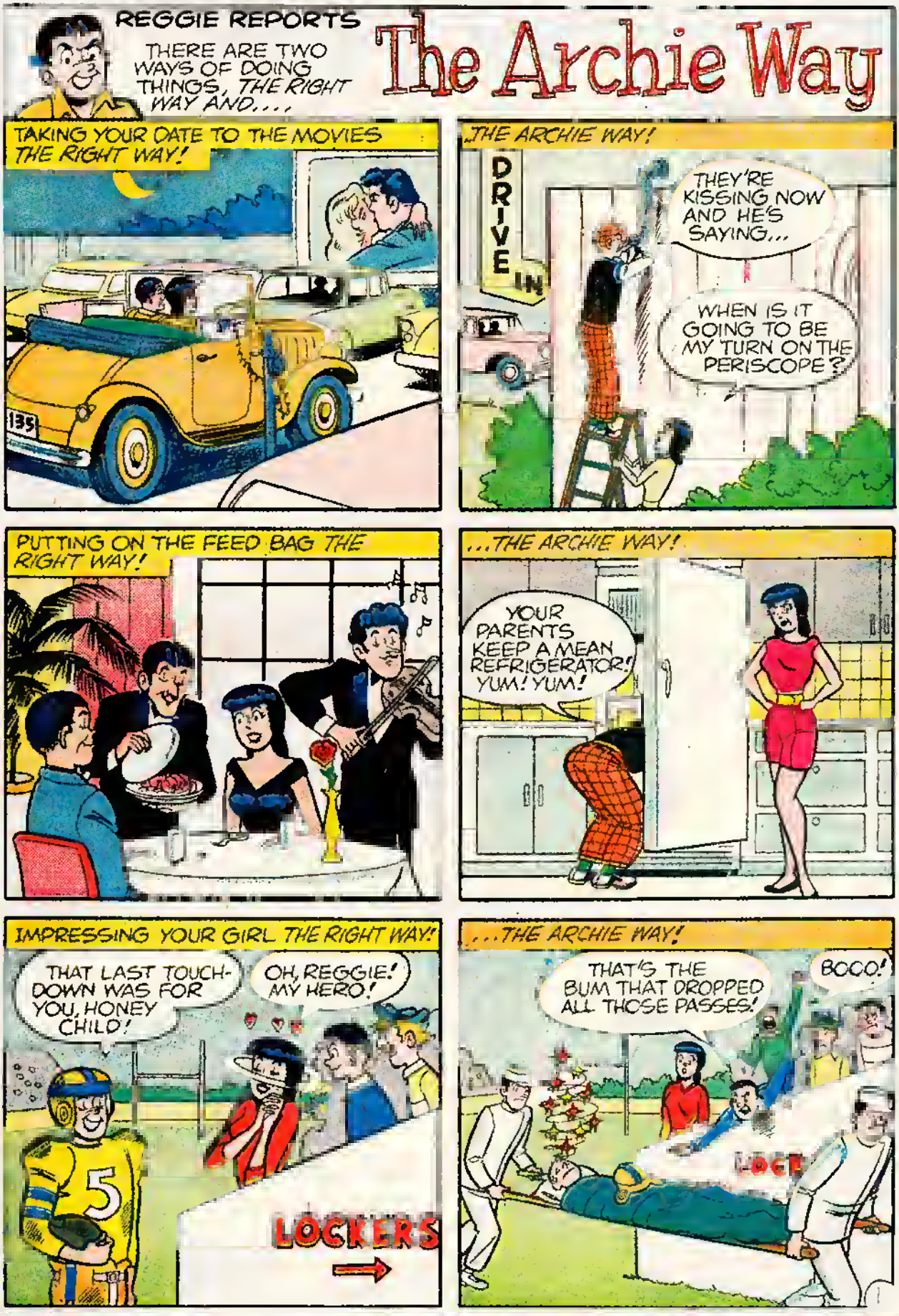
HERE FOR EXAMPLE **MADHOUSE** SHOWS WHAT MIGHT HAPPEN--

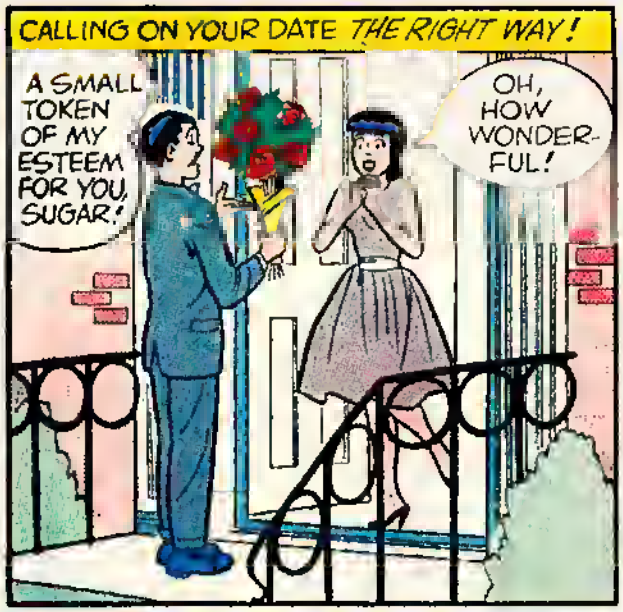
IF TELEVISION WENT 100% HONEST

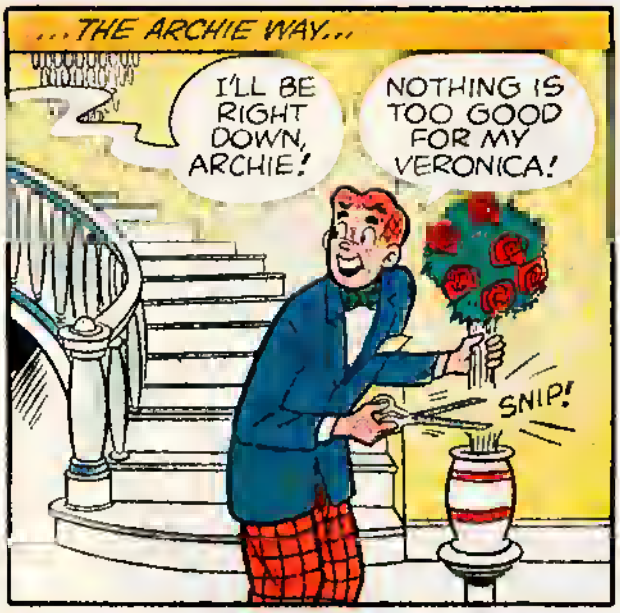


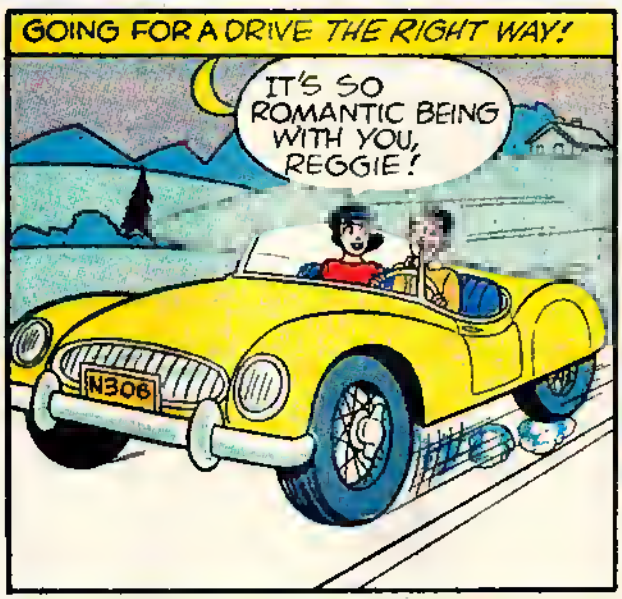


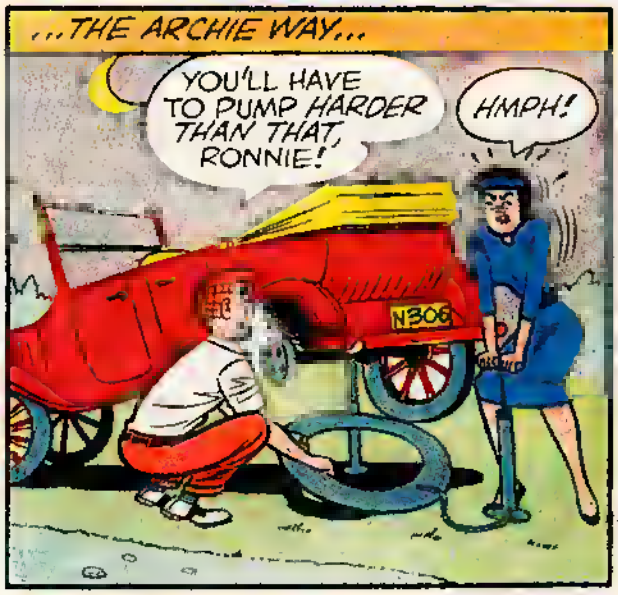

HI, FOLKS! I'M VINNY THE VENTRILOQUIST! I'M SORRY I COULDN'T BRING MY DUMMY TONIGHT! BUT THE NETWORK WON'T ALLOW ANYTHING PHONY!
YOU GUYS ARE WRESTLERS- SO WRESTLE!
WE CAN'T! THEY WON'T LET US USE A SCRIPT ANY MORE!
LADIES AND GENTLEMEN--THE LATEST NEWS! A TV STUDIO WAS DESTROYED LAST NIGHT DURING A WAR PLAY! THEY USED REAL BOMBS!
AND HOW ABOUT HONEST COMMERCIALS?
CLYDE'S TASTE GOOD, LIKE A CIGARETTE SHOULD- WELL, PRETTY GOOD ANYWAY--BUT IF YOU WERE REALLY SMART, YOU'D GIVE UP SMOKING!
SO, SINCE THE ACTORS AND ACTRESSES ARE PORTRAYING PEOPLE THEY REALLY ARE NOT, WE CANNOT BRING YOU THIS PROGRAM!
THE JOKES IN THIS ARTICLE ARE ALL ORIGINAL! NOTHING WAS "CANNED" BUT THE ARTIST!

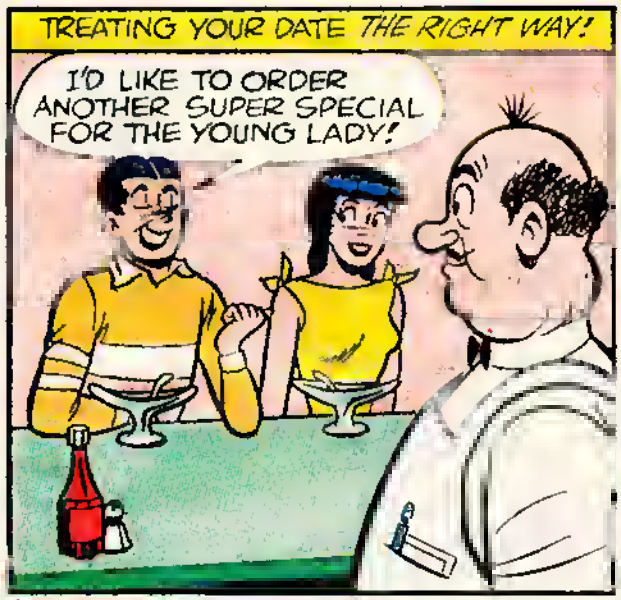

REGGIE REPORTS
THERE ARE TWO WAYS OF DOING THINGS, THE RIGHT WAY AND....
The Archie Way
TAKING YOUR DATE TO THE MOVIES THE RIGHT WAY!
135
...THE ARCHIE WAY!
DRIVE IN
THEY'RE KISSING NOW AND HE'S SAYING...
WHEN IS IT GOING TO BE MY TURN ON THE PERISCOPE?
PUTTING ON THE FEED BAG THE RIGHT WAY!
...THE ARCHIE WAY!
YOUR PARENTS KEEP A MEAN REFRIGERATOR! YUM! YUM!
IMPRESSING YOUR GIRL THE RIGHT WAY!
THAT LAST TOUCH-DOWN WAS FOR YOU, HONEY CHILD!
OH, REGGIE! MY HERO!
5
LOCKERS
...THE ARCHIE WAY!
THAT'S THE BUM THAT DROPPED ALL THOSE PASSES!
BOOO!

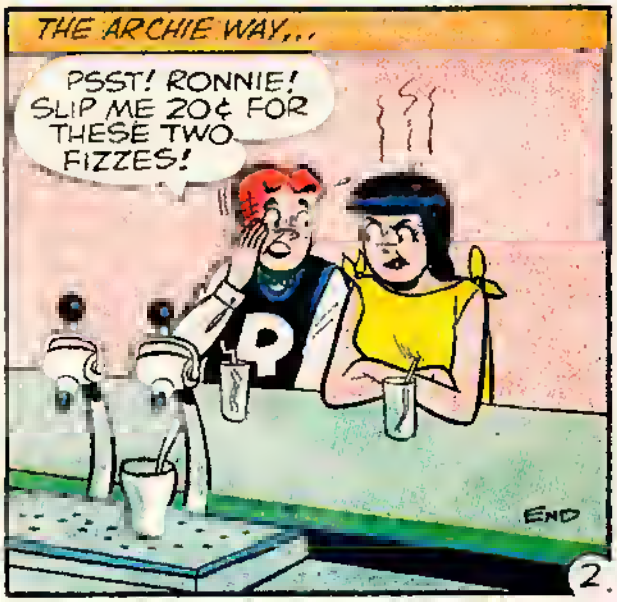

CALLING ON YOUR DATE THE RIGHT WAY!
A SMALL TOKEN OF MY ESTEEM FOR YOU, SUGAR!
OH, HOW WONDER-FUL!


...THE ARCHIE WAY...
I'LL BE RIGHT DOWN, ARCHIE!
NOTHING IS TOO GOOD FOR MY VERONICA!
SNIP!


GOING FOR A DRIVE THE RIGHT WAY!
IT'S SO ROMANTIC BEING WITH YOU, REGGIE!
N306


...THE ARCHIE WAY...
YOU'LL HAVE TO PUMP HARDER THAN THAT, RONNIE!
HMPH!
N306

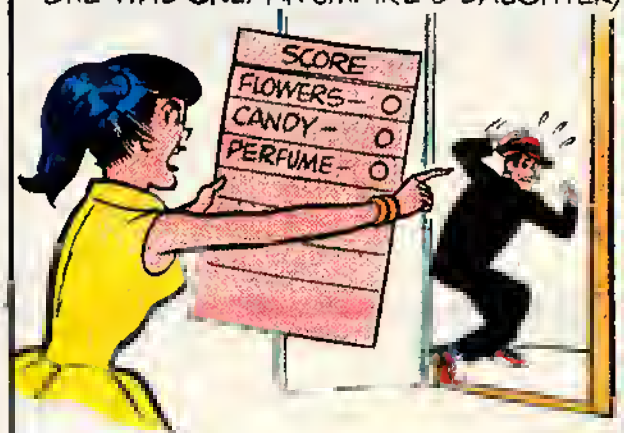

TREATING YOUR DATE THE RIGHT WAY!
I'D LIKE TO ORDER ANOTHER SUPER SPECIAL FOR THE YOUNG LADY!


THE ARCHIE WAY...
PSST! RONNIE! SLIP ME 20¢ FOR THESE TWO FIZZES!
END

YES, MY DARLING DAUGHTER!

"ANOTHER COOL COLLECTION OF FAMOUS "SHE WAS ONLY'S—!"

SHE WAS ONLY AN UMPIRE'S DAUGHTER,



—BUT SHE ALWAYS KNEW THE SCORE!

SHE WAS ONLY THE TAILOR'S DAUGHTER,



BUT SHE KEPT ALL THE BOY'S IN STITCHES!

SHE WAS ONLY AN INN-KEEPER'S DAUGHTER-



--BUT THEY COULD NEVER KEEP HER IN!

SHE WAS ONLY A PITCHER'S DAUGHTER—



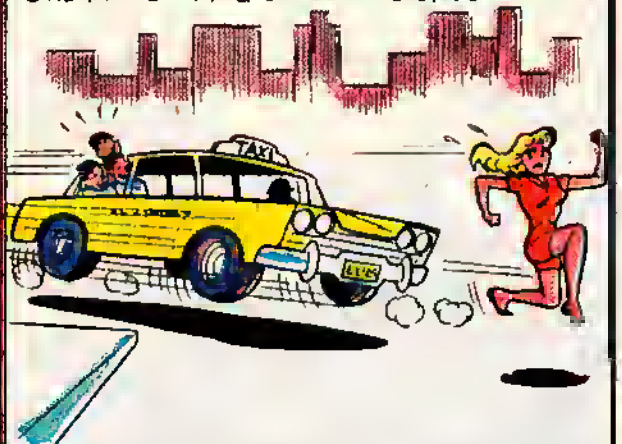
BUT YOU SHOULD SEE HER CURVES

SHE WAS ONLY A COWBOY'S DAUGHTER--



--BUT SHE KNEW ALL THE ROPES..

SHE WAS ONLY A CAB DRIVER'S DAUGHTER--

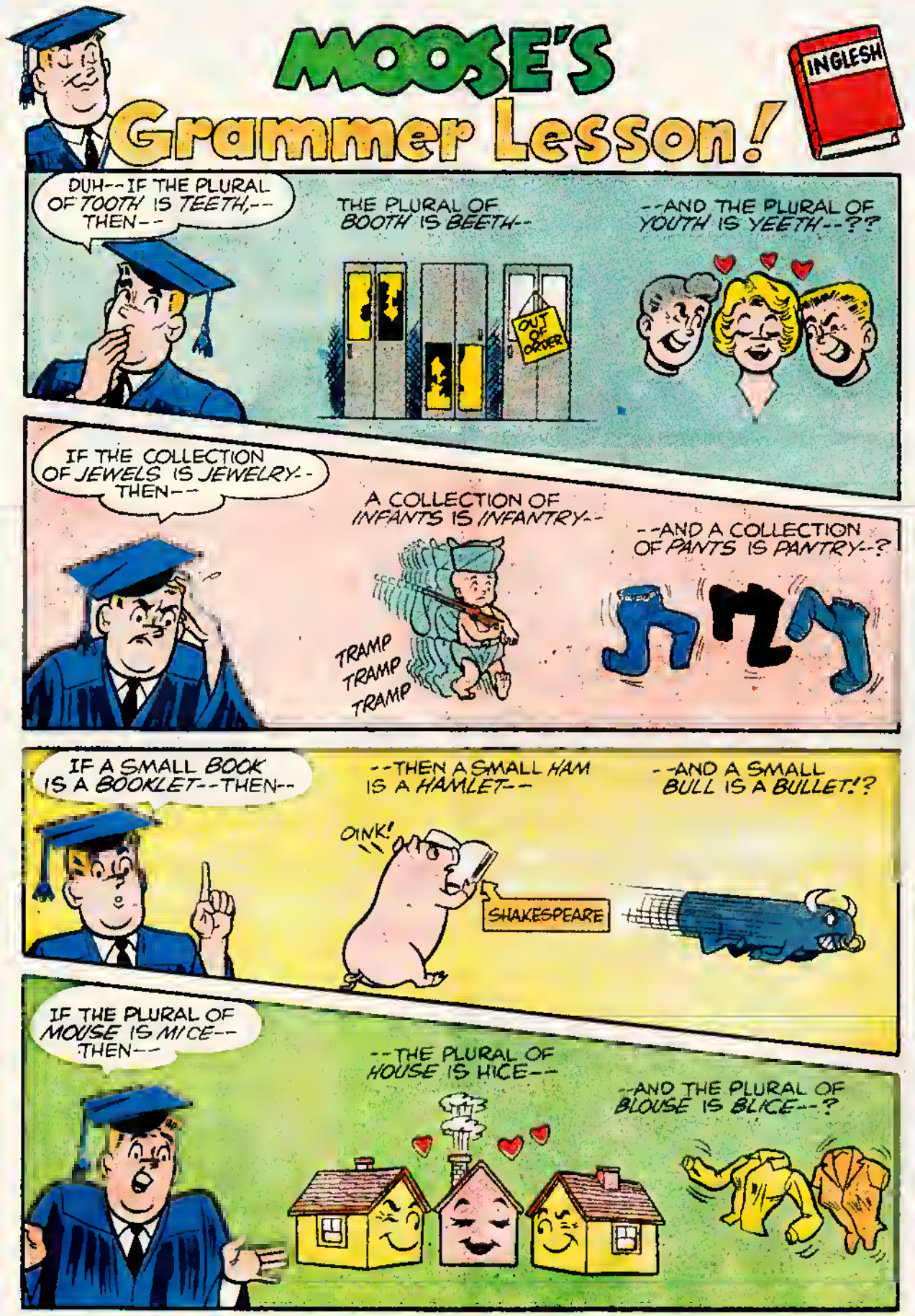


BUT EVERYONE WANTED TO METER..


D-UH... IS THIS WHAT THEY CALL THE 3 RING SIGN?
AD SLOGANS
IN THE LIVES OF ARCHIE AND THE GANG
REPORT CARD
Moore
MATH
ENGLISH
HISTORY
"THEY SAID IT COULDN'T BE DONE!"
VERONICA, WOULD YOU LIKE TO MEET MY STEADY DATE?
"IT'S WHAT'S UP FRONT THAT COUNTS!"
AND WITH ONE MINUTE TO GO, AND US A TOUCH-DOWN BEHIND...
"THE ONE MAN IN 4 WHO WANTS A LITTLE MORE!"
MAKE THAT ANOTHER BATCH OF HAMBURGERS!
"GIVES YOU MORE FOR YOUR MONEY!"
POP TATE, YOU'RE ALWAYS OUTDOING YOURSELF!


"YOUR BEST FRIENDS WON'T TELL YOU!"
MMPHTT
I'M A JACKASS
"THE PAUSE THAT REFRESHES!"
RRING!
LUNCHTIME! CLASS DISMISSED!
"LIVE MODERN"
ROARRRRR
"A DIAMOND IS FOREVER!"
NOW I WANT TO SEE SOME SPARKLING PLAY OUT THERE TODAY!
"THE LIFE YOU SAVE MAY BE YOUR OWN!"
GRRRR!
EH... MIDGE, WHY DON'T YOU GO INTO THE MOVIE BY YOURSELF?
NOW PLAYING
"TOGETHERNESS!"
PRINCIPAL
MR. WEATHERBEE
BRING THAT TROUBLE MAKER IN TO ME!
THE END

MOOSE'S Grammer Lesson!

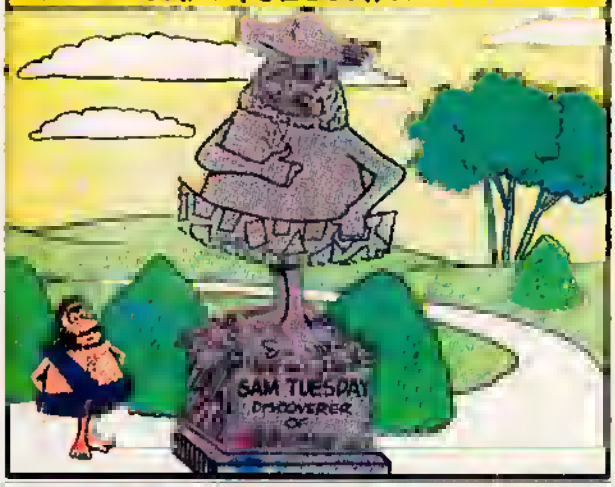


JUGHEAD PRESENTS:

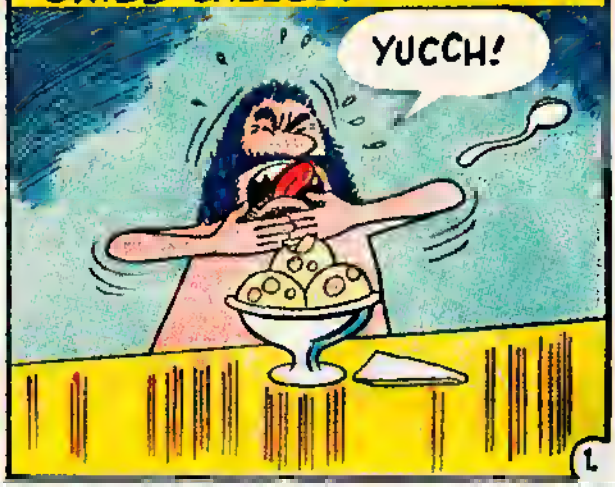
GREAT MOMENTS IN HISTORY...

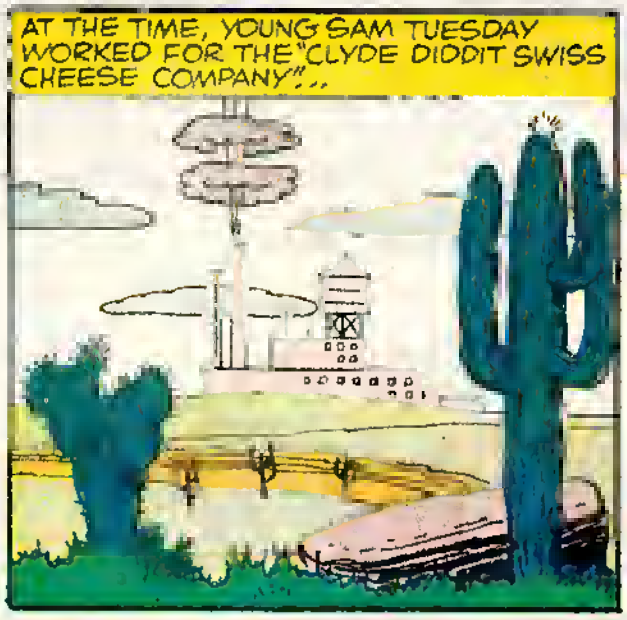
THE DISCOVERY OF THE ICE CREAM SUNDAE!

STRANGE AS IT MAY SEEM, THE FIRST ICE CREAM SUNDAE WAS DISCOVERED ON A ***MONDAY***... BY A YOUNG MAN NAMED ***SAM TUESDAY***...

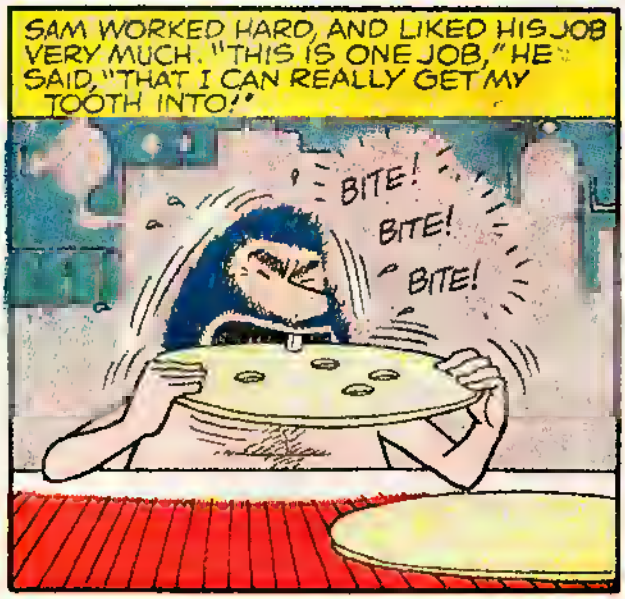


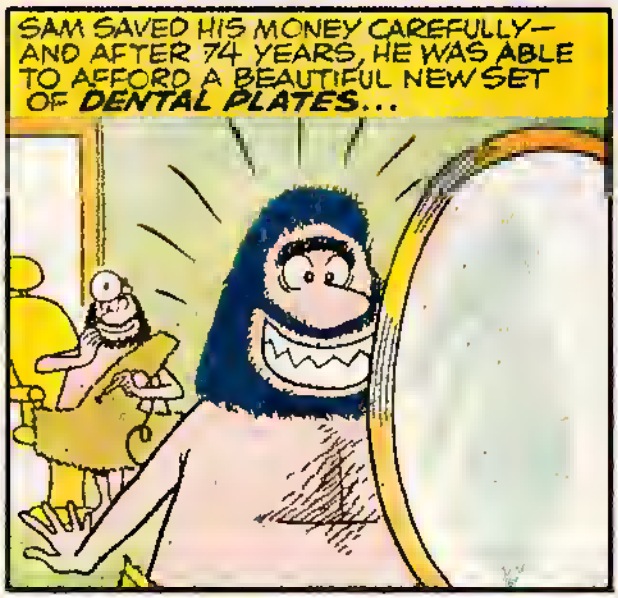
WHAT'S EVEN STRANGER IS THAT THE SUNDAE WAS ***NOT*** MADE OF ICE CREAM! IT WAS MADE OUT OF ***SWISS CHEESE!***

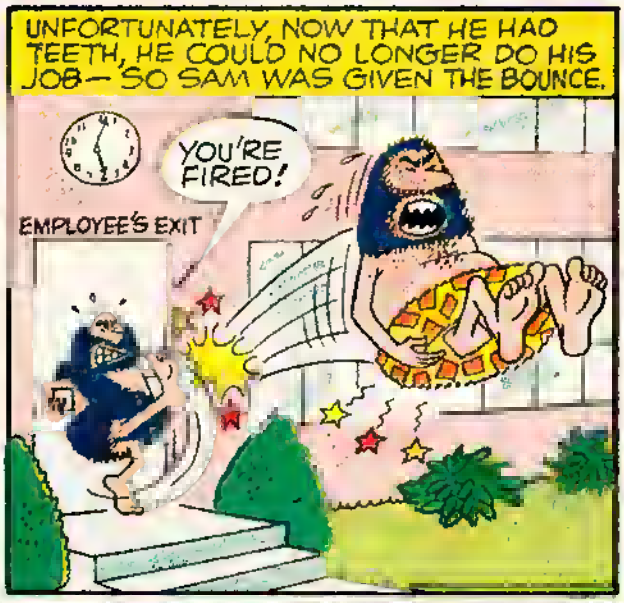


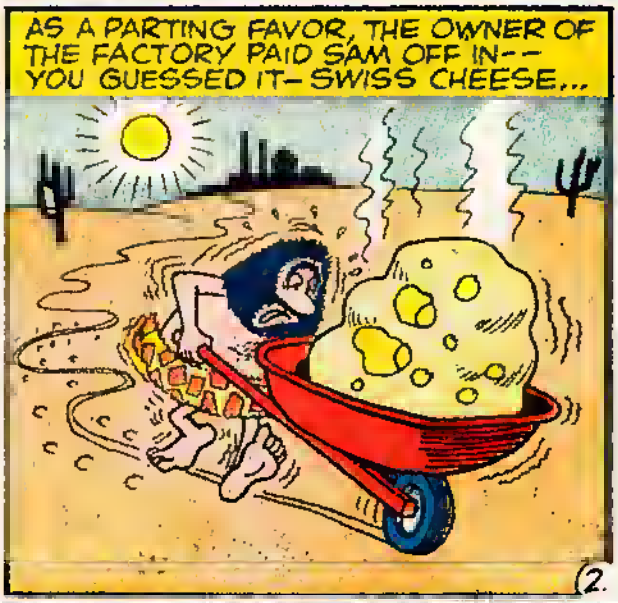

AT THE TIME, YOUNG SAM TUESDAY WORKED FOR THE "CLYDE DIDDIT SWISS CHEESE COMPANY"...


SAM HAD ONLY ONE TOOTH IN HIS MOUTH. HIS JOB AT THE FACTORY WAS TO BITE THE HOLES IN THE CHEESE..

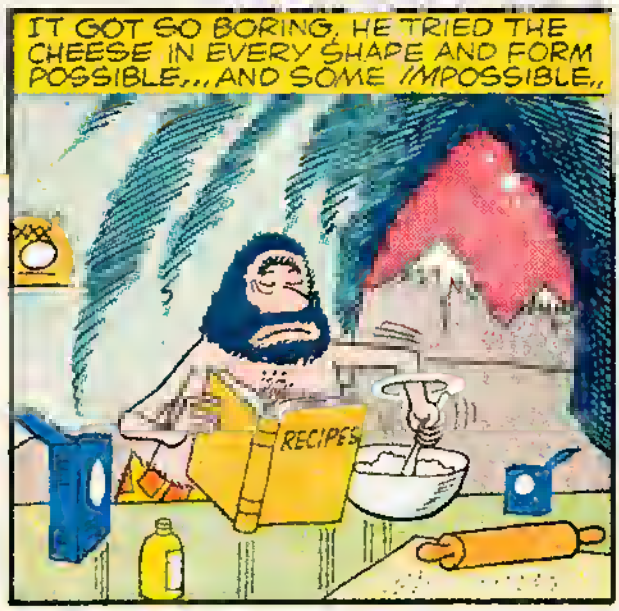

SAM WORKED HARD, AND LIKED HIS JOB VERY MUCH. "THIS IS ONE JOB," HE SAID, "THAT I CAN REALLY GET MY TOOTH INTO!"
BITE!
BITE!
BITE!


SAM SAVED HIS MONEY CAREFULLY— AND AFTER 74 YEARS, HE WAS ABLE TO AFFORD A BEAUTIFUL NEW SET OF DENTAL PLATES...

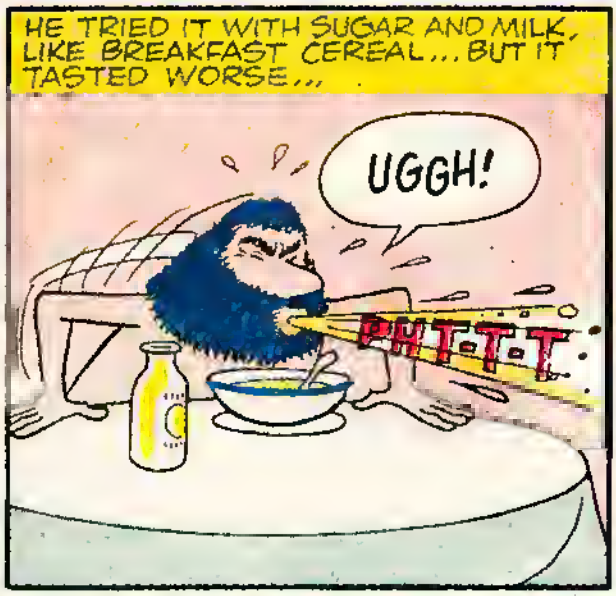

UNFORTUNATELY, NOW THAT HE HAD TEETH, HE COULD NO LONGER DO HIS JOB— SO SAM WAS GIVEN THE BOUNCE.
YOU'RE FIRED!
EMPLOYEE'S EXIT

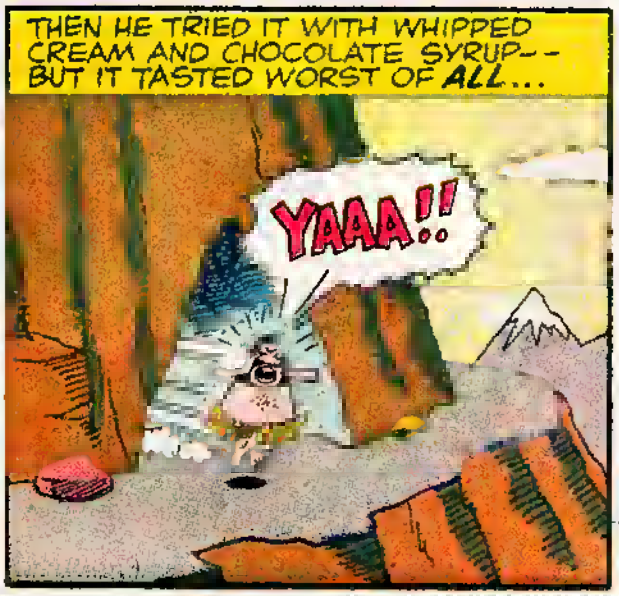

AS A PARTING FAVOR, THE OWNER OF THE FACTORY PAID SAM OFF IN-- YOU GUESSED IT- SWISS CHEESE...

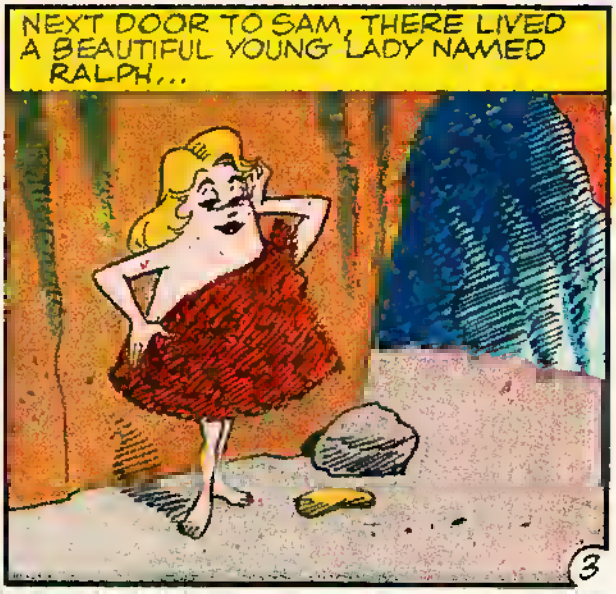

FOR A LONG TIME, SAM TUESDAY LIVED ON CHEESE, HE ATE IT DAY IN... DAY OUT...
CHOMP!
BAW!
CHOMP!


IT GOT SO BORING, HE TRIED THE CHEESE IN EVERY SHAPE AND FORM POSSIBLE... AND SOME IMPOSSIBLE..
RECIPES


HE TRIED IT WITH MUSTARD AND SAURKRAUT, LIKE A HOT DOG... BUT IT TASTED BAD...
ECCH!


HE TRIED IT WITH SUGAR AND MILK, LIKE BREAKFAST CEREAL... BUT IT TASTED WORSE...
UGGH!
PH-T-T-T


THEN HE TRIED IT WITH WHIPPED CREAM AND CHOCOLATE SYRUP-- BUT IT TASTED WORST OF ALL...
YAAA!!


NEXT DOOR TO SAM, THERE LIVED A BEAUTIFUL YOUNG LADY NAMED RALPH...

RALPH WAS A CHEMIST WHO HAD JUST INVENTED AN UNUSUAL PRODUCT CALLED "ICE CREAM"...

ALMOND

CHOCOL

VANILL

TUTTI FRUIT

THE ONLY TROUBLE WAS THAT RALPH COULDN'T THINK OF A SINGLE *USE* FOR HER NEW PRODUCT...

ICE CREA

RALPH WAS VERY SAD, BEING A BIG SENTIMENTAL CAVE GIRL, SHE CRIED BIG SENTIMENTAL CAVE TEARS...

THEN SHE CAUGHT A GLIMPSE OF SAM TUESDAY'S SWISS CHEESE DESIGN--AND HER PROBLEMS WERE SOLVED...

EUREKA!

OUT TO LUNCH

QUICKLY, SHE TOOK SAM'S WHIPPED CREAM AND CHOCOLATE SYRUP--ADDED A FEW GLOPS OF ICE CREAM--AND THERE WAS--A ***SUNDAE!!!***

PLOP!

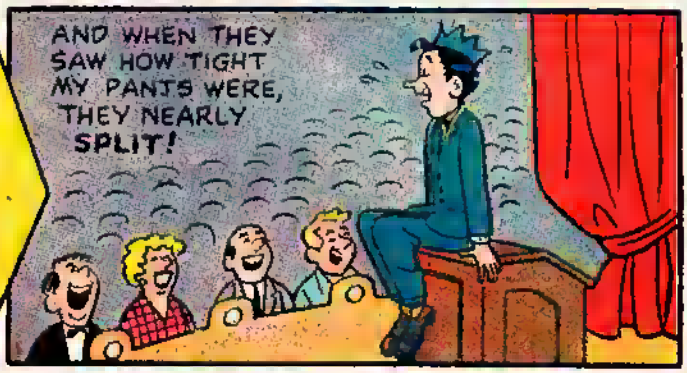
THE INVENTION WAS AN IMMEDIATE HIT. ICE CREAM SUNDAES LIVED HAPPILY EVER AFTER...AND SO DID RALPH AND SAM...!

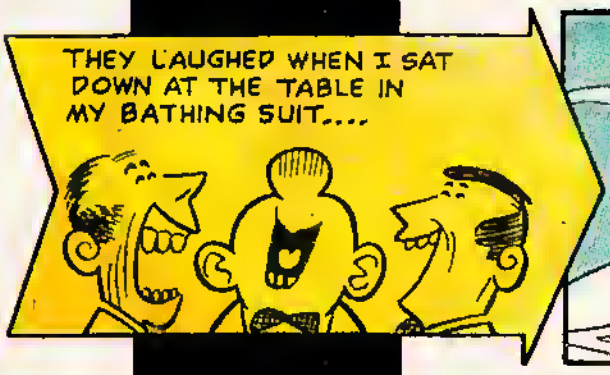
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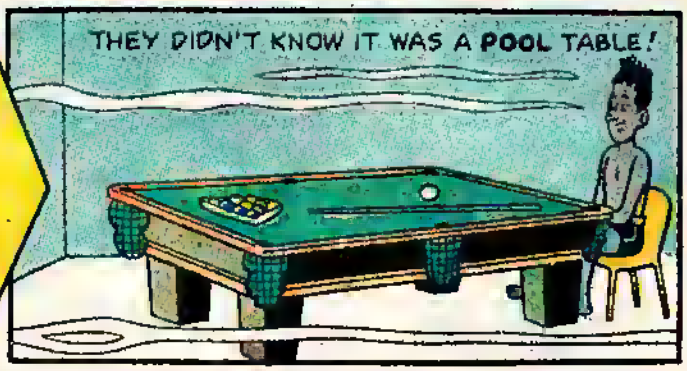
NEXT ISSUE—THE DISCOVERY OF (UGH!) SCHOOL...

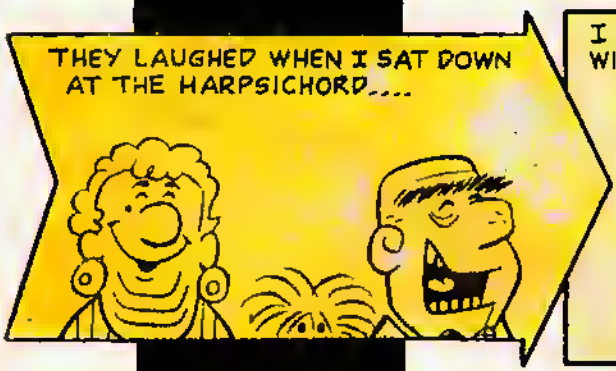
MADHOUSE PRESENTS Jughead IN LAST LAFF

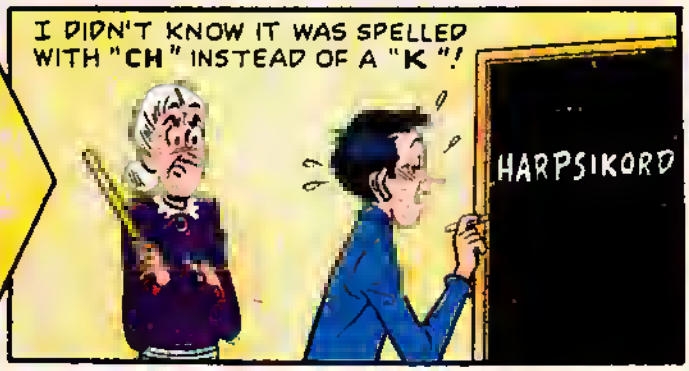


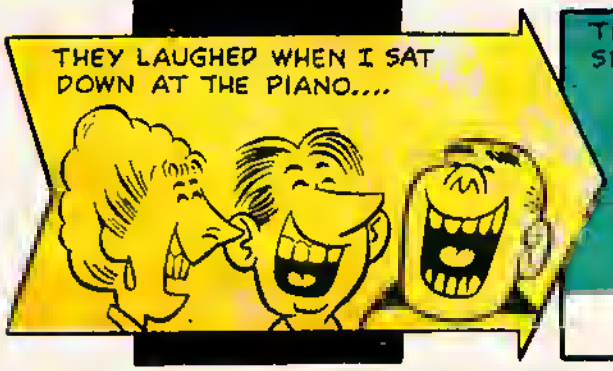










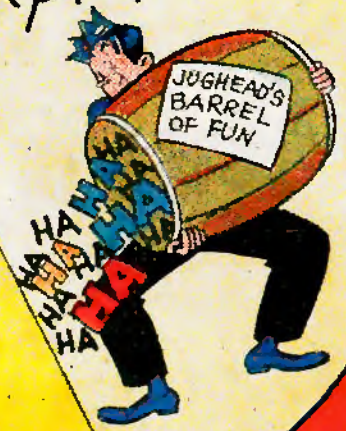




DON'T MISS IT!

THE WORLD OF JUGHEAD IS THE WORLD OF FUN!

IT'S CRAZY!



IT'S BIG!

KING-SIZE!

---WITH KING-SIZED LAUGHS FROM THE KING OF THE DEADPANS!

IT'S NEW!

THE LATEST OF THE *ARCHIE GIANT* SERIES MAGAZINES!

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NAME _____ AGE ____

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SEND FOR YOUR COPY NOW!


STUDENTS - I WANT EACH OF YOU TO USE ONE OF THESE WORDS IN A SENTENCE!
Archie
PUN MY WORD
INSULATE
GRUESOME
HIMALAYA
DENIAL
COLLAPSE
FORFEIT
FOLDER
JUICY
ANTIDOTES
WHY DID YOU COME INSULATE LAST NIGHT?
A DOG SEEMS TO FIND FORFEIT BETTER THAN TWO!
WHEN THE CALF WAS OLDER HE GRUESOME HORNS!
SHOW PROPER RESPECT FOLDER PEOPLE!
I BAKED HIMALAYA CAKE FOR HIS BIRTHDAY!
JUICY WHAT I JUST SAW?
CLEOPATRA LIVED ON DENIAL!
MY UNCLE LIKES ME AND MY ANTIDOTES ON ME!
WHEN PEOPLE STAND UP WHAT BECOMES OF THE THINGS THEY COLLAPSE?
? ? ?



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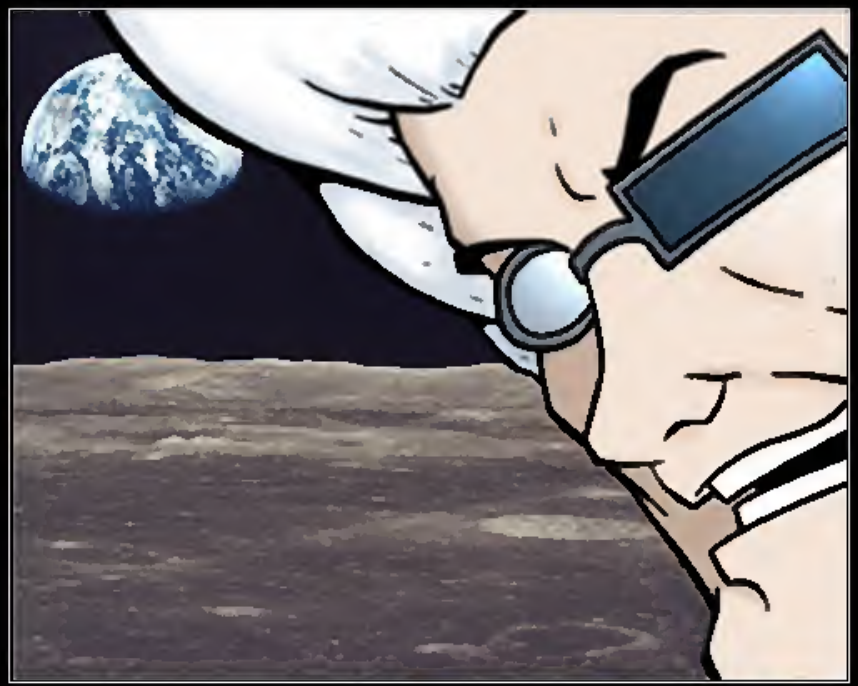
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